

Starchroom

LAUNDRY JOURNAL

JANUARY, 1951



Marking a new advance in the mechanization of laundry operations, this machine assembles bundles under a new full-identification system worked out at the New England Laundry, Springfield, Mass. The device is the first of its type in the history of the industry. For complete details on the installation, see "The Mackechnie System," beginning on page 12

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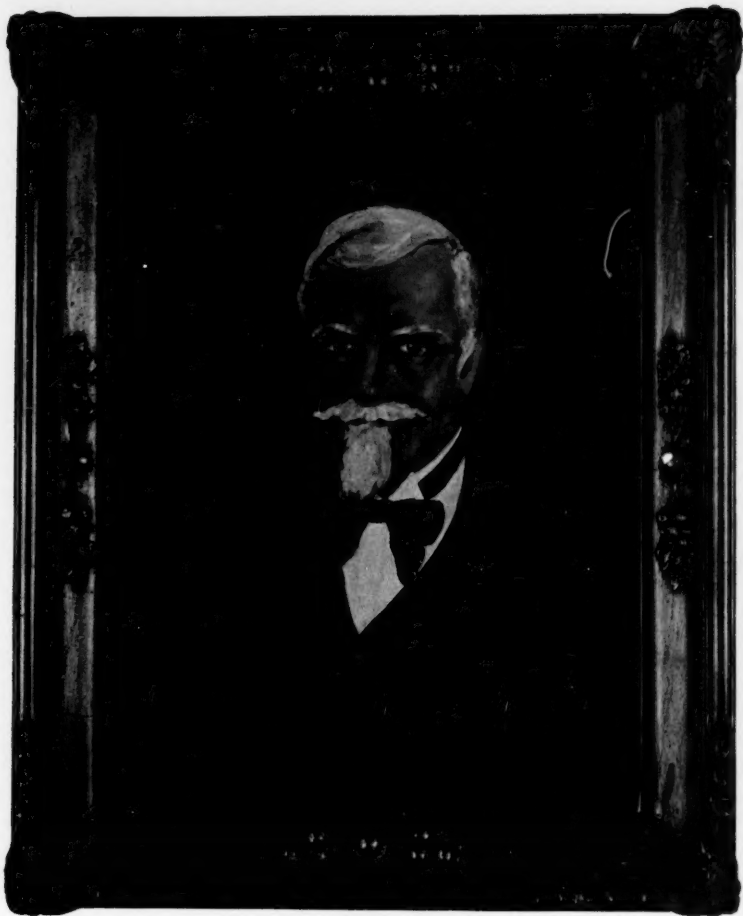
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LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1894

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editor

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READER'S GUIDE

VOL. LVIII, No. 1, JANUARY 15, 1951

Features

A New Use for Soap	By Phil Greene	11
The Mackechnie System	By John J. Dunn	12
Sales Trends for 1949-1950		33
"If You Can't Beat 'Em"	By John J. Dunn	34
Profits From a New Store		38
Tri-State at Baltimore		40
Mississippi Convenes		40
Young Men's Conference Program Announced		44
Basic Account Classification Now Effective		48
TV Effectiveness Demonstrated	By Phil Greene	56
Annual Index		58
Convention Calendar		92

Sections

Cleaning	64
A New Milestone in Drycleaning Identification	By John J. Dunn
Engineering	72
Overcoming Air Pollution	By J. G. Berger
Laundry News Notes	50

Departments

Editorial	8	News Notes from the Allied Trades	80
Rhapsody in Bellew	22	Obituaries	94
Business Trends	62	Index to Advertisers	100

AN EDITOR'S MEANDERINGS

MANY kind words of welcome awaited us on our arrival at the office on the first day at the new job. It is heartening to know that one has the good wishes of so many friends in the laundry industry and among the allied trades. It helps overcome the "stage fright" which is the normal reaction of the neophyte. (At least, we hope this reaction is normal.) To all these well wishers, a most heartfelt and grateful thanks. We hope that we shall not let you down.

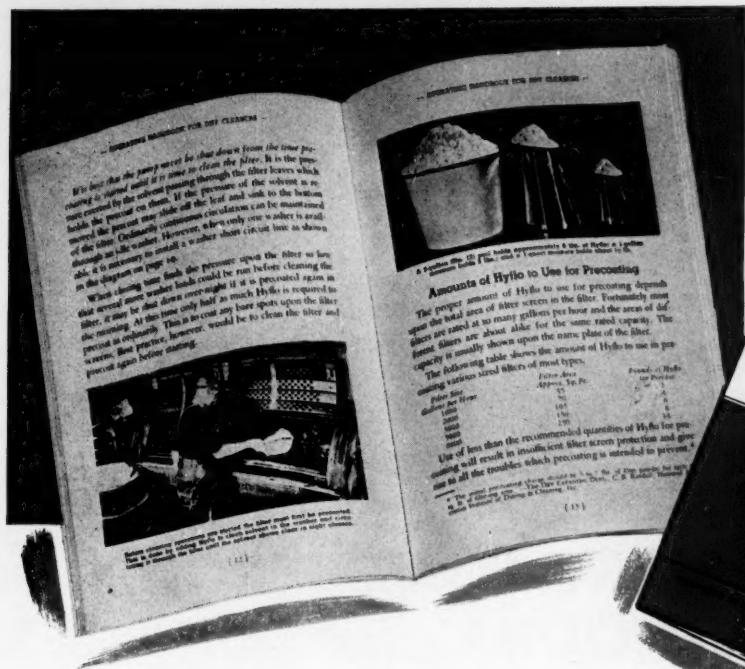
To fill Wayne Wilson's boots will be a difficult, if not an impossible, task. It is comforting to know that we shall have the whole-hearted support of all the members of the fine staff which he has left. We hope that it will not be too long before we can get around the country and meet the many friends who helped him do an outstanding job. In the meantime, please bear with us as we try to pick up the thread of continuity and get to feel the pulse of our industry. Your patience will be appreciated!

A previous issue of STARCHROOM LAUNDRY JOURNAL invited the attention of laundry-owners to the second annual young men's conference of the American Institute of Laundering to be held at the Hotel Haddon Hall, Atlantic City, on February 2 and 3. It is there that we hope to have the pleasure of meeting many of you personally and commencing what we hope shall be a long and pleasant association together. The formal program has just been announced by AIL headquarters. The subjects chosen for discussion include management, production and sales. The list of speakers is impressive. The experience of those who traveled to Chicago for the first conference last March bears testimony to the practical value of these novel meetings. The timing of this year's conference—coming, as it does, just prior to the annual convention and exhibit of the National Institute of Cleaning & Dyeing—makes a trip to the conference doubly attractive.

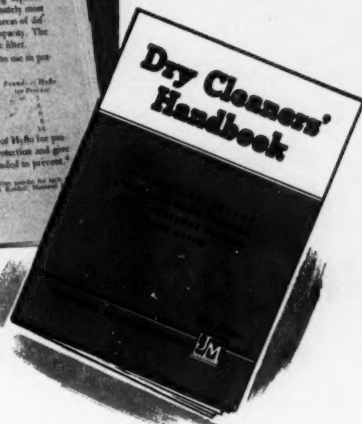
Remember, the only stipulation regarding attendance is that each delegate must be under 40 years of age and actively engaged in the laundry business or its allied trades. Membership in the AIL is *not* a requisite for attending the conference. The registration fee of \$25 takes care of everything, including both luncheons and the dinner meeting. Advance registration should be made by mail to the membership service department of the AIL at Joliet, Ill. Hotel reservations should be made direct to the hotel of your choice. Will we see you there?—Jim Barnes

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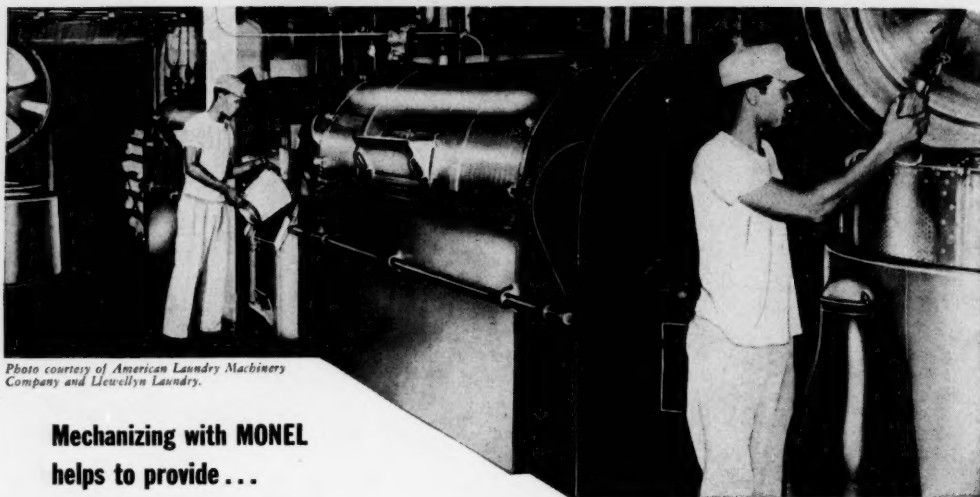


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Right now, of course — with metals in short supply because of America's national defense program — you may not be able to obtain all the Monel equipment you'd like to install. But we hope the time will soon come again when you'll be able to.

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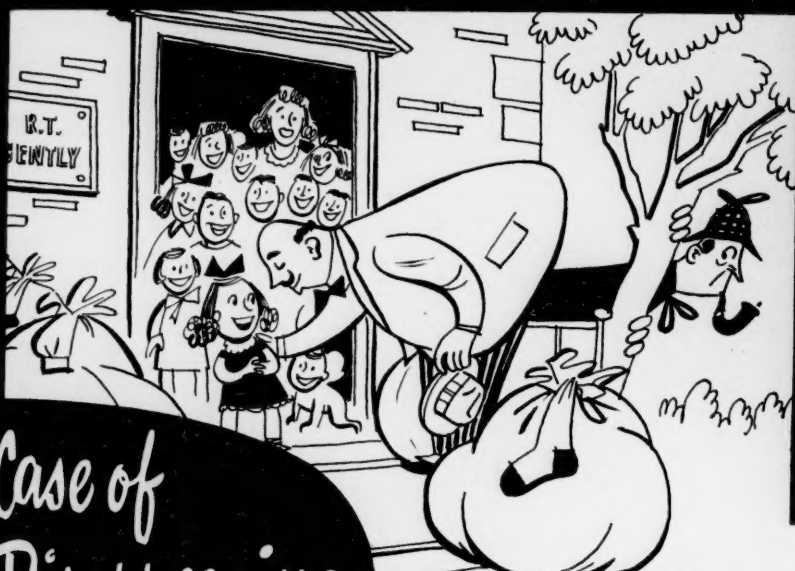
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The Case of The Disappearing Customer

By **SAM SLYDE, PRIVATE EYE**

EVERY LAUNDRYOWNER in town envied The Circle Laundry because every Tuesday they made out laundry lists for Robbins T. Gently and family. Why? It's all in the family — fifteen when last counted.

Small wonder that The Circle owners were confused when three Tuesdays slipped by with no Gently bundle in sight. Over the phone, they said, "Sam — spare no costs! Find out where Gently goes on Tuesdays and why!"

So here it is Tuesday — and here I am trailing Gently. He says goodbye to his family (that takes some time, you know) and grabs his big laundry bundle. He's in his custom-made car with chauffeur — and I'm tailing in my Terraplane. He stops . . . at The Triangle Laundry. After he has pulled away, I go in.

Inside, the plant's appearance is answer enough. Modern, clean and neat — with big, beautiful, shiny washers visible to customers.

These are Troy "Slide-Outs" — and what a striking sight they present.

I gain the confidence of The Triangle owners and they tell me that since they've installed "Slide-Out" Washers, they turn out top-quality washing in less time with less work. "A family man like Gently," they said, "is looking for quick service — and high grade finish — at reasonable cost. Troy 'Slide-Out' Washers give him what he wants."

Back at my office, I dial The Circle Laundry number. "Boys," I tell them, "until you replace your old beat-up washers with Troy 'Slide-Outs', your profits will never come out in the wash. 'Slide-Outs' will save you time and reduce operating costs. And — they'll clear up that epidemic of aching backs out in your washroom."

I squared things between The Circle and The Triangle . . . and Robbins T. Gently. The Circle installed Troy "Slide-Outs," too — and Gently has enough laundering for both. In fact, there's going to be another tiny little laundry bundle at the Gently home soon. Sweet sixteen — a laundryowner's dream.

Which reminds me — I must send my other shirt to the laundry tomorrow.

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"Slide-Outs" turn out better washing quality in less time. Actual tests have shown that the Troy "Slide-Out" feature washes clothes cleaner, eliminates tangling.

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An easy scoop of the arm slides work from a Troy "Slide-Out" Washer into the truck tub. What a relief for your laundryman — no time-consuming, back-aching unloading of heavy wet work from the bottom of the washer.

*"Slide-Out" is a trademarked name. Only Troy builds "Slide-Out" Washers.

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Starchroom Editorial

A NEW ECONOMIC CLIMATE IN 1951

IT is customary at the start of each year to take a long look ahead and attempt to predict what the future holds. It is a hazardous business. It is particularly hazardous at this time. However, there are a few indications at this writing which may serve as guides in our thinking about the immediate prospects of the laundry industry.

It is now apparent that the transition from a "business as usual" economy to a full-fledged defense economy is to be made at a more rapid pace than was originally anticipated. The Korean disaster has already aroused the nation's leaders to the imperative need for a general increase in the tempo of our preparedness program. The public debate on our foreign policy has only underscored the need for the speed-up. No responsible citizen advocates a slackening of our arms program. All advocate more arms—faster. The new congress has met and organized. Its leadership appears to be more closely in harmony with the public's thinking along these lines than was the "lame duck" thinking of the old congress. What does all of this mean to our industry?

In the first place, the appointment of Charles E. Wilson to head the newly created Office of Defense Mobilization augurs well for all industry, including our own. That a man of his stature in industry is willing to undertake such a job and, what is more important, that the government is willing to delegate such sweeping responsibilities to him, should eliminate much of the confusion of the early days of World War II mobilization. His confirmation without dissent by the Senate clearly indicates the confidence the nation places in him.

Secondly, Mr. Wilson has made it plain that he considers production to be the strongest weapon in the battle against inflation. He has made it crystal clear that it is his "intention and hope that it won't be necessary to maintain an economy of scarcity." This statement indicates that an attempt will be made to keep production at a maximum and scarcities of labor and materials at a minimum.

Thirdly, our industry is fortunate in that the National Planning Committee for the Textile Maintenance Industries is already functioning as an effective agency in our behalf. (See pg. 16, STARCHROOM LAUNDRY JOURNAL, Nov. 15, 1950.) The report on its efforts to assure the textile maintenance industries their fair share of the available chlorine supply is an example of the direct benefits we can expect to receive from the labors of this group. It is interesting to note that the committee states that one of its objectives is to stop wild rumors. It is a fundamental principle that they "will not compete with Walter Winchell, Drew Pearson or Kiplinger." A straightforward,

simple reporting of facts is one of the most valuable contributions they can make.

It seems to us that the preparedness program is in capable hands, that the necessary changes in our economy will be made in as logical and orderly a fashion as possible, and that the interests of our industry are well represented in Washington. These are good signs. Let's take a look at the bad ones.

The most obvious of the bad signs is the manpower shortage which is already developing in some areas. The *Wall Street Journal*, in reporting on this trend, quotes the personnel manager of a Pittsburgh laundry as follows: "If the manpower pinch gets any tighter, we may have to hire labor of a low mental calibre. We had some lulus working for us here during World War II." His remark represents a sentiment that's becoming more and more widespread among laundry executives. "In the past four weeks, we've had only one person come in to apply for a job—we used to average about three a day," says the production manager of a large Chicago laundry.

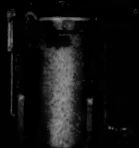
This was the most critical problem laundryowners had to meet in World War II and it undoubtedly will be the most critical one in the months ahead. However, the problem has not yet become a general one in all sections of the country. The examples cited are in two large industrial areas where defense contracts are already luring workers away from laundries. In many parts of the country there is still time to devise plans to tap the supply of people not now working, but who might be prevailed on to take jobs in laundries in a big mobilization. It is clearly a sign of the times which laundryowners must heed.

Price and wage controls loom on the horizon. When they will be imposed upon the laundry industry is still anybody's guess. The present law requires only that wages be "stabilized" when prices are placed under control in any given industry. The word "stabilize" has not been defined in the law. Its meaning is left to interpretation by the Economic Stabilization Agency. However, if the action of this agency in the case of the automobile industry is to set the pattern for future action in other industries, we must assume that our industry can and will come under simultaneous price and wage control at any time. Furthermore, a roll-back in prices is altogether possible. Therefore, those plants which have put their houses in order during the past number of months will be in a healthier condition to meet these emergency measures than will those plants which have failed to do so.

We urge all of you who have not already done so to re-examine your business in light of the new economic climate which these signs seem to forecast for 1951. ●

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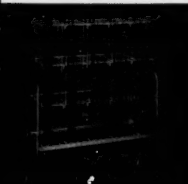
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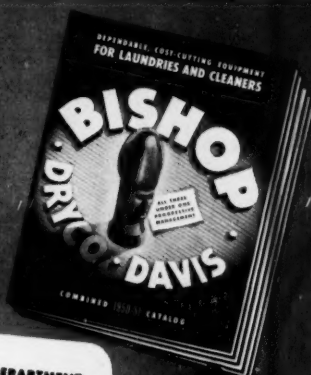
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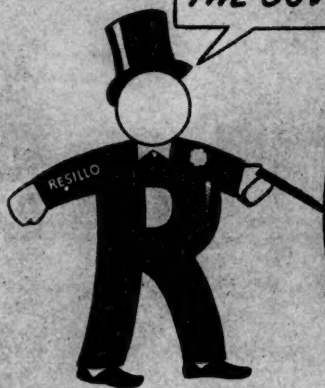


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Soap contest judges viewing entries. Left to right: Margaret Triplet, head of Norwich Art School; Theodora Gaberis, teacher at Norwich Art school; Selectman Thomas F. Dorsey; School Supt. Thomas W. Mahan; Mayor Richard F. Marks; and Charles DuPont



A NEW USE FOR SOAP

**Laundry's Unique Contest Arouses
Interest in the Entire Community**

By PHIL GREENE

IF you ask the average laundryowner what he uses soap for, chances are he will tell you that soap, as any fool knows, is used in the washing process. Ask the same question of Charles J. DuPont, owner of the Red Tag Laundry and Dry Cleaners, Norwich, Connecticut, and he'll say that soap is O.K. for washing, but that it's even more useful when used as a public relations tool.

It is no secret in the public relations and advertising business that campaigns directed at children often bring the parents to the cash register. Makers of breakfast foods have been demonstrating this principle for years by means of children's programs on the radio. In deciding to run a contest for children in his community, Mr. DuPont hit upon the idea of sponsoring a soap carving contest.

Although no figures are available on direct sales increases which may be attributed to the contest, there is no doubt but what the intangible profits of goodwill were substantial. The actual staging of the contest was not expensive, either in prize cost or time. As the contest was for school children, the Red Tag Laundry was fortunate in securing the cooperation of the principals and art teachers of the neighboring public and parochial schools. An equally important contribution was that supplied by a soap manufacturer who supplied a sound film showing the techniques of soap carving plus suggested rules and regulations to assist school officials in handling the contest details.

The film was first viewed by Mr. DuPont and the

superintendent of schools. Then it was shown to art teachers and pupils in the community's schools. Contest dates and pertinent information were announced at the time of the showing.

Student response was most gratifying, as a total of about 500 pupils in 20 public and parochial elementary schools entered. The pupils were divided into three groups—fourth grades; fifth and sixth grades; and seventh and eighth grades. Contestants found their inspiration in a wide variety of subjects—bears, cats, elephants, boats, birds, figures, mushrooms, and clocks.

The carvings were displayed on three black-topped tables, with a number assigned each entry. Seven prizes and ten honorable mentions were awarded in each group, plus one grand prize. Six judges were appointed—the head of the Norwich Art School, a teacher of sculpture, a selectman, the superintendent of schools, the mayor, and Mr. DuPont.

The prizes, awarded by Mr. DuPont, were a bicycle for grand prize, and first through seventh prizes of a radio, camera with two films, wrist watch, pen and pencil set, view master with three films, puzzle, and a book, which were presented to the winners in each group.

Mr. DuPont stated that the contest created enthusiasm through the community. Excellent publicity was supplied by the local newspaper. And what is most important, the parents who watched 500 children carving their bars of soap are going to remember the Red Tag Laundry for a long time. ●

Plant has three marking machines, but only two are regularly in use. On vacant machine in foreground note staple wire reel at top and roll of tape just below operating mechanism. The small black platform jutting out in front of machine houses the push button controls



By JOHN J. DUNN

The Mackechnie System

**First Report on a New Marking Development
Which Permits Machine Assembly and Checking**

OUR eyes popped the first time we got a look at the operations of the New England Laundry in Springfield, Massachusetts. In our position we'll bet you'd have been bug-eyed too. We saw a new development in laundry marking. We saw a machine used for assembling and checking the completed bundle.

About six months ago Jim Mackechnie showed us the system which he and his father, James G. Mackechnie, Sr., developed over a period of four or five years. At the time everything was off the record, but now the Mackechnies are ready to talk about an installation which is certainly the most interesting and perhaps the most significant development to be announced to the industry during the past ten years.

A method of assembling and checking a finished bundle by machine is an old and almost universal dream. Laundrymen and manufacturers have been thinking and experimenting along these lines for a number of years. What the Mackechnies have accomplished is the perfection of such a system, complete with the

design of the necessary machines. In experimenting with the laundry marking system, the New England laundrymen also worked out a new approach to dry-cleaning identification and assembly. This is covered in the cleaning section of this issue.

General Outline of the System

Basically, it is possible for the Mackechnies to assemble by machine because the system permits sub-assembly by color at each finishing section. For clarity let us examine first the over-all operation of the system itself. Later we will describe some of the machines and the possible variations under the installation.

The identification device at the Springfield plant consists of a colored tag carrying a four-digit number. The first three digits of the number represent the lot, while the final digit, which is about half again as large as the other three, identifies an order within the lot. A tag with the same number is stapled to each piece in the order. The color of the tag sets up the sub-assembly

within the lot. A lot is composed of 40 bundles with each 10 bundles on tags of four different colors.

The plant's two marking operators both hand out the same numbers but on tags of contrasting colors. For example, marker number one may load his machine with a roll of yellow tags and start the first order number 7460. The second marker will also start with 7460 using a blue tag. When both operators reach 7469 they will have completed ten bundles each. At this point they load the marking machines with a roll of tags of different colors, one pink and one white. The marking machines will begin recording from 7470. Each operator marks in another 10 bundles. The final lot, then, will consist of 10 orders of 7460 through 7469 on yellow, another 10 of the same numbers on blue, 10 orders on pink 7470 through 7479 and again 10 orders of the same numbers on white.

If with two marking machines the first three digits of the identification number were to represent the entire lot number instead of only half of it, it would be necessary for the machine to reverse 10 numbers when a new roll of tags were inserted. As shown in the example above, the machine never reverses. In this case 746 and 747 make up the lot. Since the device totals with each new bundle, an order number 7470 means that this is the 7470th bundle to be marked on a particular machine since the installation of the system.

Of course, if a plant were employing four marking machines all handing out the numbers on four different colored tags, the first three digits would represent the number for the entire lot. The procedure outlined here is a report on how the installation is applied in one particular plant. The basic system itself may be varied widely to fit the needs of different size laundries, as we will attempt to explain later.

Under this two-operator marking set-up some syn-

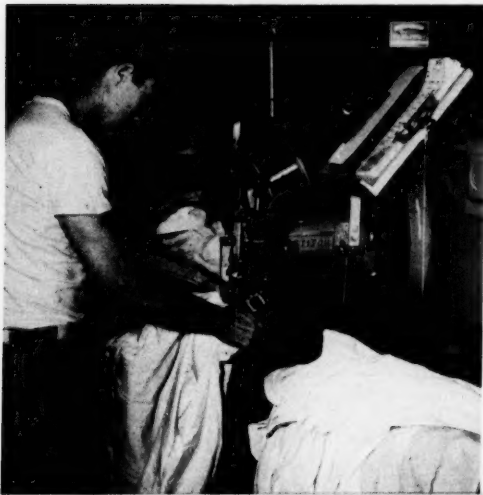
chronization is required between the output of the operators. However, if one completes his half of the lot before the other, he can start on the next lot while the other operator closes out the previous lot.

The lot is processed through the washroom and the finishing departments in the usual way. After pressing or drying, the four sections are piled separately by color in each finishing section. In this process, of course, the lot is sub-assembled into four parts of ten orders each. On the assembly machine the operator assembles each sub-lot by referring to the large, final digit.

In viewing the marking system it should be pointed out that the Mackechnies have full identification, however, *only within the plant*. Each piece carries a mark; but since the tags are removed before packaging, no piece comes back to the laundry with a previously assigned identification. Consequently, no files of customer marks are required.

Description of Marking Machine

As shown in the accompanying photographs, a special rust-proof wire feeds down from the top of the Mackechnie marking machine, while the roll of tags comes up from the bottom. In one operation the machine makes a staple, prints the next tag, cuts the tag from the strip, and staples the tag to the garment. The operator's controls consist of four buttons placed at each corner of the small platform beneath and in front of the stapling head. The outer button at the right sets up the count. The two inner buttons at each side of the stapling head are dual safety controls. In marking, the operator holds the piece between his thumbs and touches the right outer button to bring up the count. Then, moving the piece under the stapling head, he presses the two buttons at the back with each thumb, and staples a tag on the garment. The outer left hand button permits

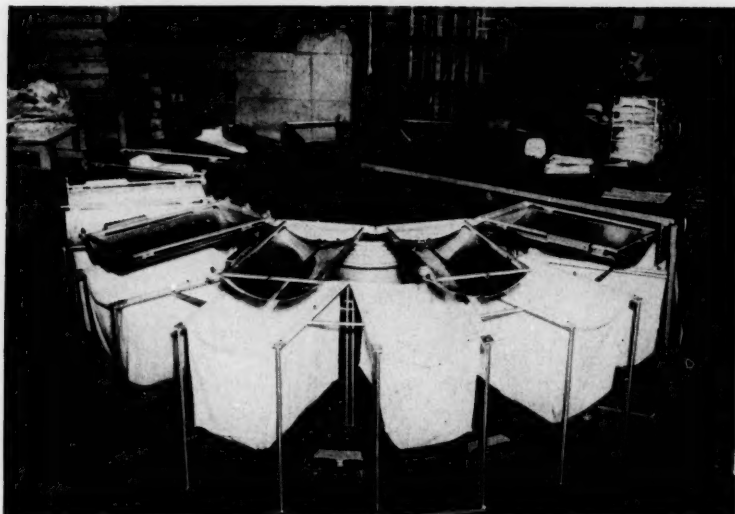


Here operator holds piece under stapler head while pressing control buttons with thumbs. Counters are mounted at right of stapler head



Piece with tag attached to show size of identification tag. Final digit used in assembly is once again as big as other three digits

Overall view of the assembly device. Any trays which open during circuit are closed in the area under the operator's table. Note hamper racks are mounted on wheels so they may be rolled around during unloading. All motors and gears are housed in circular hub at center of the revolving trays. Counting device for hampers is on edge of table at extreme right



an additional tag to be printed and brought up into position without affecting the count. This button is used when the operator wishes to staple two tags on a particular piece.

In addition to the mechanical counter a hand-operated totalizer is also provided on the machine. Here the operator records the number of shirts in a family bundle. When an order is marked, the total piece count and the number of shirts are penciled on the back of the customer's list. A tag is stapled to each section of the multiple-stub list. As the operator clears the count to start the next bundle, he pulls a lever which

moves the printer up to the next number. If ten bundles have been marked, the third digit, of course, jumps one number and the final digit again starts with zero. When necessary, insertion of a new roll of tags can be accomplished in about five seconds.

As explained, the marking routine is fairly mechanical and should result in rather high production. The operators in the Springfield plant, however, are not paid on a piece rate and the average bundle weight is relatively low. Consequently, the Mackechnies are unable to estimate the maximum output under the system. While we were in the plant we took a couple of spot checks of the marking department. On two different bundles we found that an operator was producing over a short period of time what would amount to, in one case, 495 pounds per operator per hour; and in another, 589. These figures, of course, do not include waiting time and they do not represent steady hour-by-hour output. On the other hand, these figures do give some indication of the high production possibilities with a machine of this type.

Device for Assembly

There has never before been anything quite like the tag attaching machine—and we can double that in spades when we look at the assembly machine. This device consists of twelve trays which move continually in a circle above ten canvas hampers. (See cover and accompanying photographs). Each tray has a control board with buttons 0 through 9. The operator glances at the large last digit on the tag, drops the piece on one of the moving trays, and flips the switch of the proper number. The tray opens and unloads automatically over the corresponding hamper. Note that any tray can be set to open over any hamper, consequently the operator never has to wait for any particular tray. Each opening of a tray is recorded on a mechanical counter provided for each of the ten hampers. When the operator completes a sub-lot, she checks this count against that written on the back of the stub. If the bundle is complete, she drops the invoice stub on a tray and assigns it to the proper hamper. Since the sub-lot consists of ten bundles, and ten hampers



Assembly operator flips switch corresponding to the last digit of number on identification tag. Note control panel of the tray at the right



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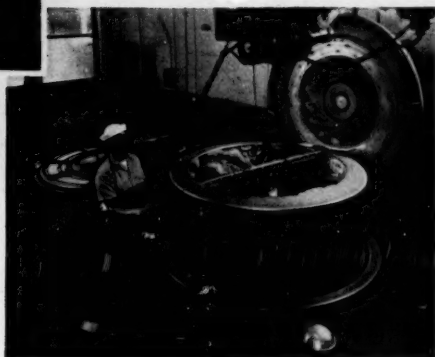
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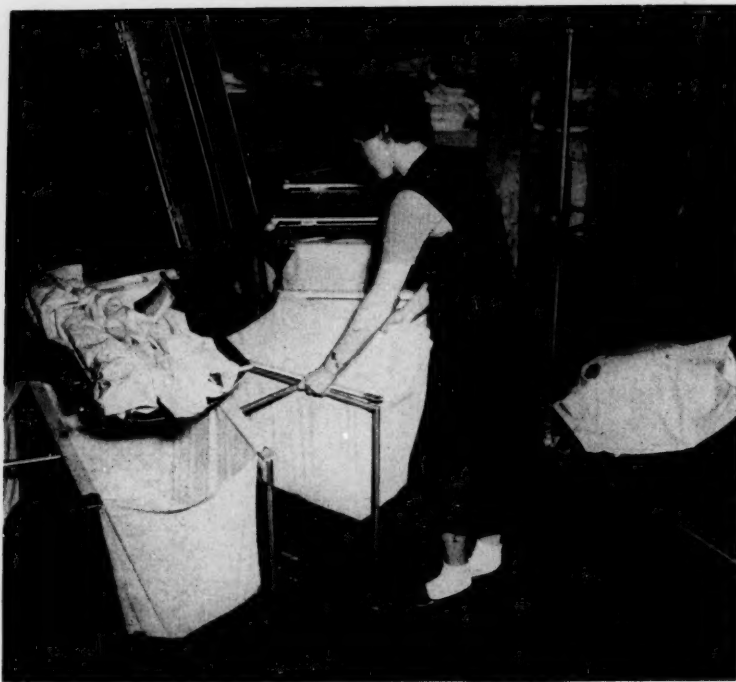
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One tray is lifted to set-up work station for unloading. Each hamper in turn is rolled into this space. Loaded hampers are transferred to carrier at right. Tray at the left holds empty hampers which will be hung on rack to replace loaded ones

are provided, why have twelve trays? The two extra trays are necessary to allow "recovery" time. That is, the trays pass around, open, and after dumping are closed mechanically just before the operator's work station. Without these two extra trays, there would be insufficient time to permit the trays to close.

Unloading Machine

When the assembly of a sub-lot is completed, the machine is stopped for unloading. Each tray is hinged and may be lifted up to give access to the bundle below. The entire loaded canvas hamper is removed from the rack and transferred to the packaging center. Then a new empty hamper is hung on the rack. The hamper racks are mounted on wheels so that an operator may stand in one spot and roll the work around to the unloading spot. The point is, the operator does not have to walk around to either assemble or unload. Since all trays are hinged, one, two, or more work stations around the circle may be set up for the unloading. When all the new, empty hampers are in place, they are locked in position beneath the trays. (The two extra trays, of course, are under the table at the left of the assembly operator's work station.) The device is then ready for the next sub-lot.

The machine revolves at the rate of 38 trays per minute past the operator. In other words, one individual tray makes a little more than three revolutions a minute. On this basis, the maximum assembly on the machine would be 38 pieces per operator minute, if the girl filled every tray as it passed. On the day we were at Springfield some of the items on the production record were as follows: 97 shirts in five minutes, 690 pieces in 37 minutes and 1,114 pieces in one hour and five minutes. These figures represent assembly and

checking of between 17 and 19 pieces per operator minute. Computing on an hourly basis, we have production ranging between 1,020 and 1,140 pieces per operator hour.

At this point one important fact should be emphasized: the operator, not the machine, sets the pace. The girl does not have to put a piece on every passing tray. On the other hand, she never has to wait for a tray.

At the packaging center an operator removes the tags and as a final check compares each piece tag with the tag stapled to the invoice. The specially designed staples are easily removed without damage to the fabric.

While we have explained specifically how the installation is used at Springfield, it should be rather obvious



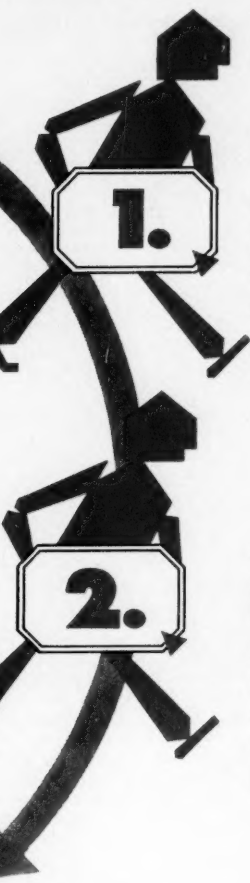
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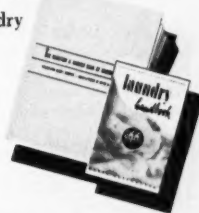
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Packaging operator removes identification tag and compares number to that of tag attached to invoice. Removal of staples requires a little practice, but they are specially designed to come out easily.

that the basic system may be readily adapted to serve other types or sizes of operations. For example, in a small plant one marker could put out a complete lot, shifting tag rolls after each ten orders. In a larger plant a single color might be assigned to four markers, who would each do one quarter of the lot. Wide flexibility is possible with the ten basic tag colors plus the stripes in the same colors. There is no reason why the size of the lot itself couldn't be altered to a plant's requirements. For example, six markers could work concurrently on two lots each with three color subdivisions. The only limiting factor is that no subdivision of a lot can exceed ten bundles.

The Mackechnie system may be applied in plants where a lot is normally closed by weight. In this case when the proper poundage is reached the load may be transferred to the washroom irrespective of where

the final bundle happens to fall within a tag sequence. That is, if a lot closed by weight includes 47 orders, the lot will be identified by at least five different colored tags with 10 bundles on four colors and seven on a fifth. (With 47 orders and a partial sequence at both the beginning and the end of the lot, it would be possible to have six colors: perhaps four orders on a color at the beginning, four series of 10 orders and a final three orders on a sixth color.) When the lot reaches the assembly operator, she will have only seven tickets for the last subdivision of the lot. She can go ahead and assemble knowing that only seven hampers will be loaded. While the assembly machine does not allow more than ten bundles in a subdivision, it works perfectly all right with any number of bundles less than ten.

How about go-backs? Pieces requiring reprocessing are recorded on a special go-back ticket which describes the piece and records its identification number. Incomplete orders are transferred to a special "short" department. Here an operator who has duplicates of the go-back tickets keeps tab on the missing items. The stragglers go directly to her, by-passing the regular assembly department. The original tag is strong and secure enough to identify a piece during the return journey. In fact, on test runs the Mackechnies found that the identification stood up under as many as 15 trips through the plant.

The New England laundrymen have confidence in the security of their marks, but they admit that a certain small percentage of pieces do come through to assembly without tags. This they blame more on original negligence at the marking booths rather than an actual failure of the staple. Under any full-identification system some pieces will be tucked in with others and passed over by the markers. Over a 20-week period during which the plant averaged 20,000 pieces a week, the weekly average of unidentified pieces came to 8.7. In other words, the laundry had less than one unidentified piece for every 2,000 pieces processed. Where the fault lies with the staple, comparison of the marking count and the assembly count frequently clears up the problem. That is, if a lot comes through with one unmarked piece and one bundle in the lot shows a shortage, it is obvious where the piece belongs.

Production figures are always influenced by local conditions and individual interpretations. Perhaps the best way to estimate the value of any system is on a "before and after" basis. In this respect the picture at the New England Laundry is impressive. Using black ink machine marking, the plant employed four identification operators. Today the crew has been reduced to two and only one works full time in the department. A similar saving was made in the assembly section where four operators were cut to two. The employee on the customer's mark file was eliminated completely. The discarding of this file also speeded pick-up and delivery on the drive-in lot to the extent of saving one half of one car-hop. Streamlined office procedure under the new system permitted the pricing clerk to do her job in half the time. From the viewpoint of savings alone, the installation paid off in the elimination of more than six salaries.

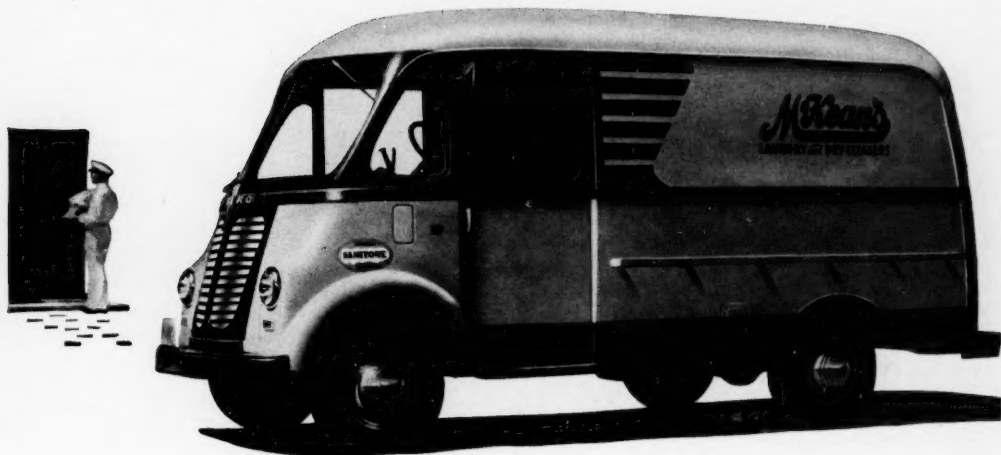
We were impressed the first time we saw the Mackechnie system in operation. But, we had to go around seeing laundrymen for six or seven months without ever mentioning what was brewing up at New England. Now we can talk about it—and we have a good hunch a lot of laundrymen are going to be talking about it too. ●



James G. Mackechnie, Sr., and James G. Mackechnie, Jr., the two Springfield laundrymen who worked out the system and designed the machinery

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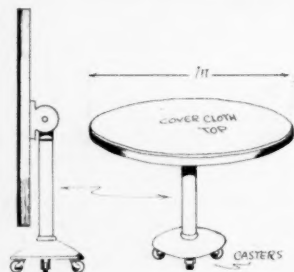
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Rhapsody in Bellevue

FIX your tie there, Bub, this column is just a little more high class than in the past. No less than a full-fledged editor, Bill Palmer of *National Cleaner & Dyer*, has contributed a couple ideas gleaned from a recent trip into Canada.

Hinged Table

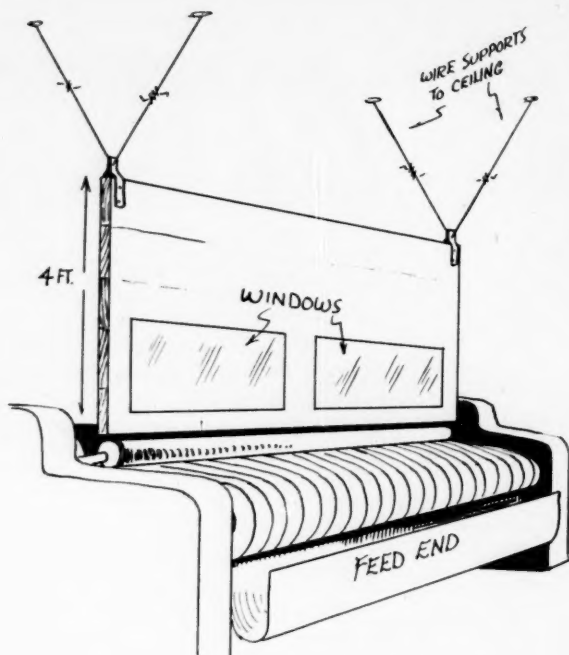
Item number one, from Winnipeg, is from Gordon Gage at the Peerless Laundry. Mr. Gage makes use of a big round table about seven feet in diameter. Covered with a piece of heavy cover cloth it is used for pinning out doilies, petit point bureau scarves, etc., that must be dried without ironing, in order not to flatten out the raised



designs. The table's base is on casters so that it may be easily moved aside when not being used. Best of all, the top itself is hinged and may be tilted up vertically, making it possible to push the whole thing close to the wall. (I wish I had a dinner table like that. It'd be one way to see that my kids took plenty of vegetables. And what if restaurants used tables like that—everyone could leave a good tip! ●

Flatwork Ironer Shield

Second of Bill's items comes from the Winnipeg Laundry, which is operated by Phil Hammond. It's a way to protect the girls on the feed end of a flatwork ironer from the heat. It seems that Phil has installed a four-foot-high wooden partition across the feed side of his big ironer. This shield is hung from



the ceiling by wires so that it's about six inches above the feed ribbons and, from the sketch, it must be just about over the doffer roll. Most outstanding about this shield is the fact the lower part has a couple windows so that the feeders can see how the folders are making out. (Not mentioned but worthy of note, perhaps, is another obvious result of the shield. There's probably a lot less conversation between the feeders and the folders.) ●

Conveyor with Sprocket

Last month I ran out of space for all the things I saw at the Best Laundry in Chicago. Jim Shaw showed me something in the way of conveyors that had me tearing my hair trying to illustrate it. This conveyor is used to hoist zipper-bottom bags of tumble work up an inclined monorail to a point from

which gravity delivers them to the tumblers. These bags hang from the trolleys by straps fastened at the tops of the bags. The trolleys themselves came from a meat packing plant where they were used for transporting lambs. The points on the lamb hooks have been filed round to prevent injuries to plant employees.

This type of single-wheel trolley, as you probably know, has a longer than usual strap that leads down to the hook, which fits in perfectly for this particular adaptation.

The monorail is bent so that the bags of work feed down hill to the lift. This lift is made of a link belt with alternate metal lugs and metal bars welded to the links at measured intervals. As the belt moves along, the metal lug moves a rocker-arm, à la Rube Goldberg, which, in turn, allows one trolley to move forward while the remaining



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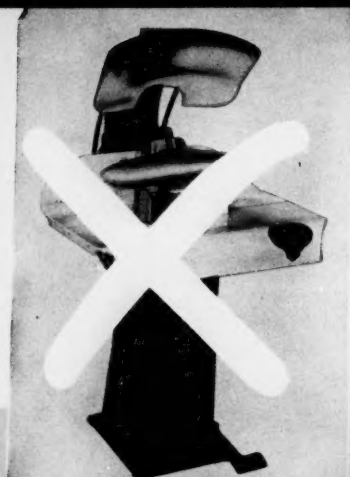
"SURE, Unipress builds a two-girl four press shirt unit."

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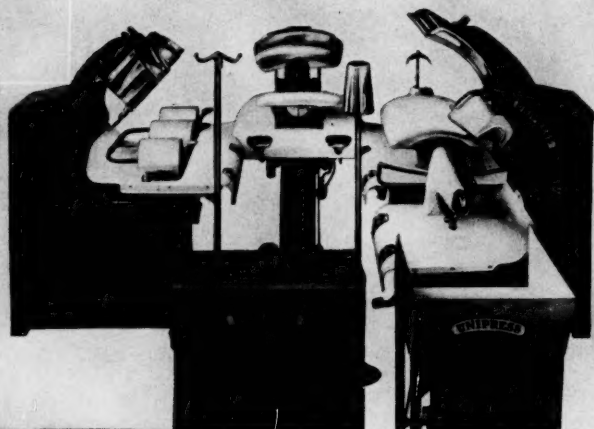


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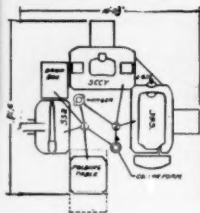
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Unipress four press shirt units have been available to laundries for many years. All presses are ruggedly constructed, use fewer moving parts and give long life with minimum maintenance.



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THESE UNIPRESS TWO-GIRL THREE-PRESS SHIRT UNIT ADVANTAGES. DISCOVER AS THOUSANDS OF LAUNDRY OWNERS HAVE, THE MANY ADVANTAGES OF THE TWO-GIRL THREE PRESS UNIT OVER ANY TWO-GIRL FOUR PRESS UNIT!



SAVE
up to
32 sq. ft.
of
FLOOR
SPACE

QUALITY



FINISHING. Unipress two-girl three press unit produces more top quality shirts. Unipress gliding action always provides the satin smooth finish your customers like.



FLOOR SPACE

SAVED. Unipress two-girl three press unit saves up to 32 square feet of floor space.



STEPS SAVED

Unipress two-girl three press unit saves over 4,000 steps per day according to recent survey reducing operator fatigue and increasing production.

GREATER PRODUCTION. Fewer steps, less operator fatigue and less drying out of shirts, add up to increased shirt production. Look what extra shirt production means to you:



5 extra shirts per hr. @
20c per shirt equals \$1
per hr, \$8 per day, \$1,600
per year.



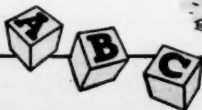
10 extra shirts per hr. @
20c per shirt equals \$2
per hr, \$16 per day, or
\$3,200 per year.

SMALLER INVESTMENT.

Unipress two-girl three press unit uses combination collar, cuff, and full yoke press saving the cost of a separate yoke press. This means a smaller investment for you.



IT'S AS
SIMPLE AS



why nine out of ten laundry owners prefer the Unipress two-girl three press shirt unit.

always MONEY AHEAD WITH **UNIPRESS** LAUNDRY EQUIPMENT

SCCY-B*

SS-2

39-S

WHY PAY FOR
AN
**EXTRA
PRESS**

...when three presses
give you more quality
shirts per hour
per operator.

The Unipress *SCCY-B irons cuffs
collars and full yokes in two
fast easy lays

... handles up to 90 shirts
per hour



FIRST LAY
Collar and Cuff
Lay on Unipress
SCCY-B Press.

SECOND LAY
Full Yoke Lay
on the Same
Unipress SCCY-B
Press.



UNIPRESS MASTER CONTROL
Irons any regular
or sport shirt
regardless of material

2-GIRL 3 PRESS SHIRT UNIT

As simple as

A B C when you compare the top quality . . . the floor space savings
. . . the saving of steps . . . the reduction of operator fatigue . . . and the
increased production:

Everything points to the Unipress
two-girl three press shirt unit as be-
ing the finest buy today. That's why
nine out of every ten Unipress cus-
tomers prefer the Unipress two-girl
three press shirt unit.

You'll agree with the thousands of
satisfied Unipress users we are sure

after you have made your own com-
parison.

Step up your production of top qual-
ity shirts and lower your operating
costs today. Write for your copy of
the new Unipress two-girl three
press shirt unit catalogue now.

Mail this Coupon Today!

THE UNIPRESS COMPANY
3000 LYNDALE AVENUE SOUTH
MINNEAPOLIS, MINNESOTA
Phone LOcust 2618

Please send us your free catalog describing
☐ The Unipress two-girl three press unit.
☐ The Unipress two-girl four press unit.

Firm name _____

Your name _____

Title _____

Address _____

City _____

Zone _____ State _____

Distributors in All Principal
Cities in the United States,
Canada and Foreign Countries

Manufacturers of Laundry Power Presses and Equipment

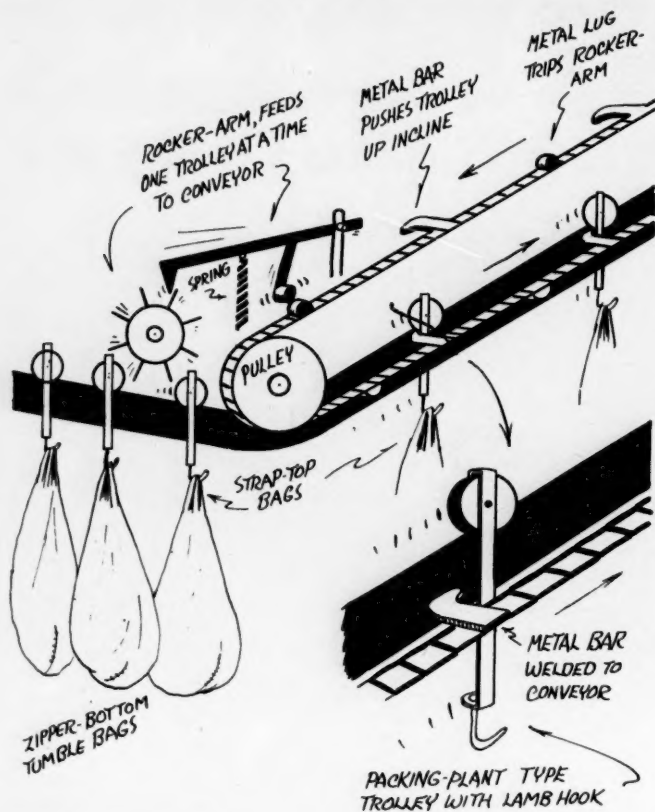
The

UNIPRESS

Company

2800 LYNDALE AVENUE SOUTH
MINNEAPOLIS 8, MINNESOTA
Phone LOcust 2618

2-GIRL SHIRT UNITS
2 & 4 GIRL SHIRT UNITS
WEAVING APPAREL UNITS
RIGID-MATIC UNITS
OVERALL UNITS
LINEN SUPPLY UNITS



trolleys are held back by a sprocket-like device operated by the rocker-arm. The trolley that has moved towards the lift remains at the bottom of the incline until one of the metal bars comes along on this link belt and pushes against the back edge of the trolley strap, moving it up the inclined monorail. As soon as the trolley reaches the highest point on the monorail it drops over the top and continues on to the tumblers by gravity, while the metal bar passes down again to pick up another trolley.

How anything as simply constructed as this can be so hard to explain is beyond me. It was fascinating to watch. The little metal lug tripped the rocker arm and presto, the sprocket released a trolley, a bar began pushing it up the incline, and by that time another lug had tripped the rocker-arm, repeating the whole operation. ●

For Spotting Brush Mileage

This is the time of the year when the files get cleaned out. Among other things, I've found a letter I

meant to mail in June . . . 12 convention badges (why I saved them I'll never know) . . . a 1937 fishing license . . . a parking ticket from Appleton (courtesy Norm Ehle's brother-in-law) . . . and what d'y'-know, three gadgets with no mention of whom to give credit to. The first one, I fear, is someone's pet economy . . . a way to get more miles on a spotting brush. Looks as though somebody had been using it to clean chewing gum off the front walk. Well, if you find a spotting brush with the front end all bashed up, you can always saw off the beat-up bristles and get a little more wear out of it. If I had the guy's name we could all get together and donate worn out brushes from the entire industry. Hell, why not cut down the *used, used* brushes, and set him up in the tooth-brush business? ●

Gum Scraper

Now here's what the first guy should have used on that gum on the sidewalk—a scraper blade on

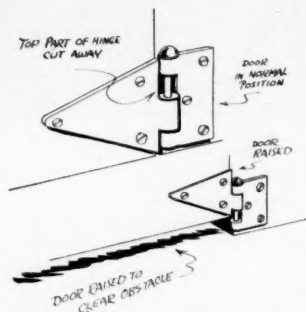
the back of a pushbroom. Looks like it would be handy, at that, for the janitor to use when he's sweep-



ing out the place. Any piece of metal fastened on the top of the broom would serve the purpose. Just turn the broom over and that's that. ●

For Raising Doors

Must have had a good reason for not using this one before. As well as I can remember, the idea of the gimmick was to be able to raise



a door high enough to clear a floor that had a tendency to swell up in damp weather. With part of the hinge cut off, it was possible to raise the whole door enough to open it over the raised part of the floor, and still have a nicely fitting bottom edge to prevent drafts when the door was closed. Seems an easier way would have been to sand down the offending floor . . . but there must have been a reason. ●

Unloading Room

Another thing at the Best was a way to keep the cold winter air out of the plant when the drivers are unloading at the back door. Although the solution is very simple, it hasn't been done in very many plants. The Best has partitioned off a small space back by the unloading door. Made of wallboard and 2 x 4s, this enclosure has a door which is kept closed while the trucks are

Save
TIME...
save
MONEY
with...

CLINTON



Supreme "Petal Smooth" Starch gives clothes a velvety finish with minimum effort!

● The unusual quick-boiling and fast penetrating action of Clinton Laundry Starches saves valuable time—reduces high overhead expenses.

That's because Clinton Laundry Starches are planned, processed and manufactured to meet top quality standards. These clean, pure, standardized starches contain no chemicals to cause

discoloration or weakening of fabrics. Each batch is scientifically formulated and laboratory tested for uniform quality. This assures a velvety smooth finish to your laundered fabrics.

Clinton's Supreme non-congealing Laundry Starch is used at only 8 oz. per gallon to give an outstanding starching job.

Clinton's popularity with America's leading laundries is the result of 16 years of friendly service. Guaranteed performance with every shipment. Order Clinton Starch today! Distributor: in all principal cities.



Best for shirts, uniforms, aprons, etc. Clean, pure and practically neutral. Packed in 250 lb. drums.



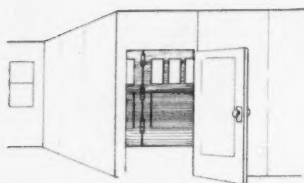
Unusual penetrating action assures superior finishing. Non-congealing. Packed in 250 lb. drums with printed instructions in each drum.

Tops for Laundries Coast-to-Coast!

Clinton Foods Inc.

CLINTON, IOWA

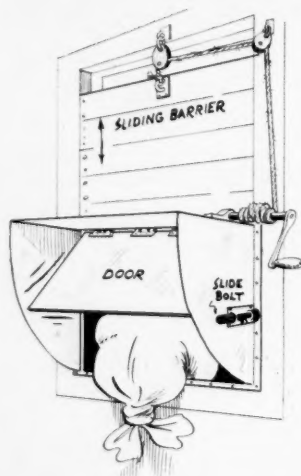
unloading through the big door. After unloading, the big outside door is closed and the bundles are



brought into the plant through the small door, without all the cold air. •

Window for Unloading

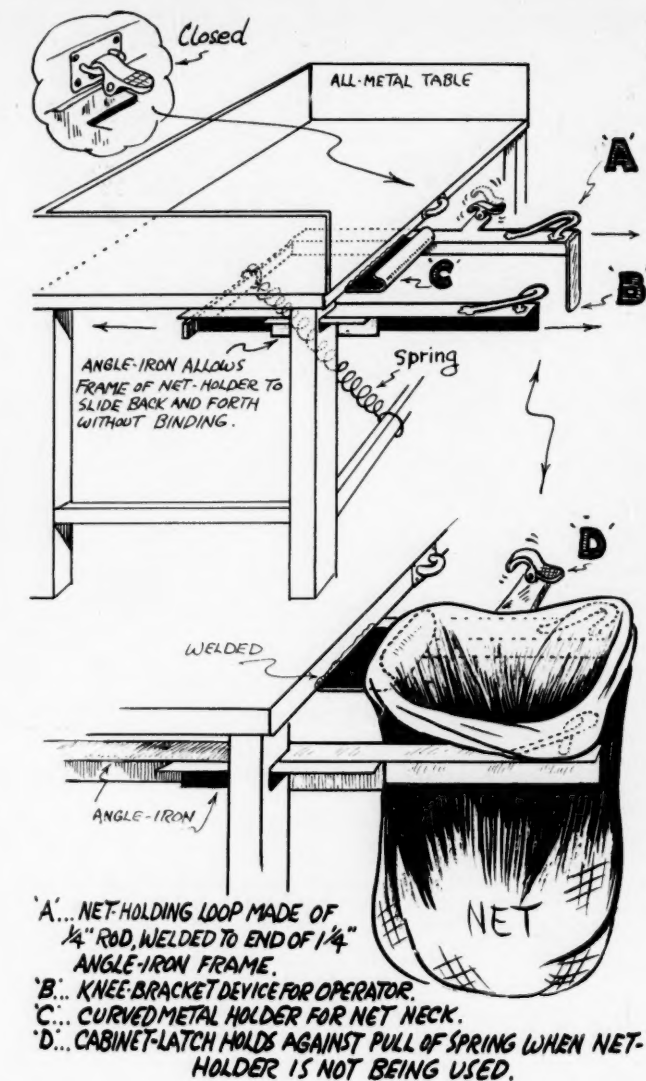
Here's a way to use a window for unloading trucks, with a very simple barrier to discourage entry at night, besides keeping out the cold air. It consists of a metal hood with a hinged door, and a wooden barrier behind the hood to slide up and down like the lower part of a win-



dow. A windlass at the top of the window raises and lowers the barrier with the aid of a pair of pulleys. To lock the barrier in position at night, simply lower the barrier and push a slide bolt into a hole in the barrier itself. •

Net Holder

Can't get over the engineering that went into the gadgets at the Best Laundry. Here's a net holder I only hope I can do justice to. Like a lot of others, a spring is used to keep an outward tension on the net holder itself, but from here on



it's in a class by itself. For one thing it's made of metal, which means that it shouldn't wear out very soon. There's even a bar on one side so the operator can push it back with his knee, and a cabinet latch that automatically locks it to the table so it's out of the way when not in use. Thumb pressure on this same latch releases it when ready for a net. The use of angle iron for both frame and guides insures smooth action for years to come. I meant to mention, too, that the table itself is also metal, so you won't raise the question of the legs

being weakened from the slot for the frame of the holder to slide in and out. (The slot in the drawing has been exaggerated in order to show construction of the guide.) •

Just have to end this wake on a cheerful note. Did you hear about the two screwballs out in a boat? One lost his watch over the side, and in order to remember where he dropped it he put a mark on the side of the boat. His pal thought for a minute, then said, "It won't work. When we come back, we may not have the same boat." •



Don't Gamble

with customer satisfaction

INSIST ON

Genuine



THE WORLD'S FINEST STORAGE BAG

There is only ONE genuine *Moth Seal Storage Bag*! It is identified by the registered Moth Seal trade-mark that is your guarantee of the best in quality and performance—tried, tested, and proven by the successful use of millions of Moth Seal Bags for many years. Although names and claims may sound alike—one fact remains—"There is no substitute for genuine Moth Seal." . . . Don't gamble with customer satisfaction. . . . Insist on genuine Moth Seal!

De Luxe Moth Seal, made from tweed fabric finish paper, is the ONLY storage bag equipped with a FADE-PROOF WINDOW. No other storage bag can make this claim. Standard Cedar Grain style made without Windows.



LINCOLN BAG COMPANY, INC.

4200 WEST SCHUBERT AVENUE, CHICAGO 39

HERE AT LAST:

MADE OF 100% DUPONT NYLON!

but

LOOKS LIKE *Cotton!*

FEELS LIKE *Cotton!*

WEARS LIKE *Iron!*

OR!

FLUFFY SOFT!

● Here's the "miracle net" you've been waiting for! Only **CARSON SPU-NYLON NETS** give you such extra ease of handling, such extra washroom economy, such extra length of service! Only **CARSON SPU-NYLON NETS** are so soft and easy on the hands . . . just like cotton! You'll like these extra features, plus . . . the wide open mesh that provides more thorough washability and complete and easy rinsing! Will not shrink or stretch out of shape.

**DIAPER
NDRIES**

How
of

Carson Textile Co., INC.

Miracle Achievement in **NYLON** Laundry Nets! **Carson SPUNYLON NET**

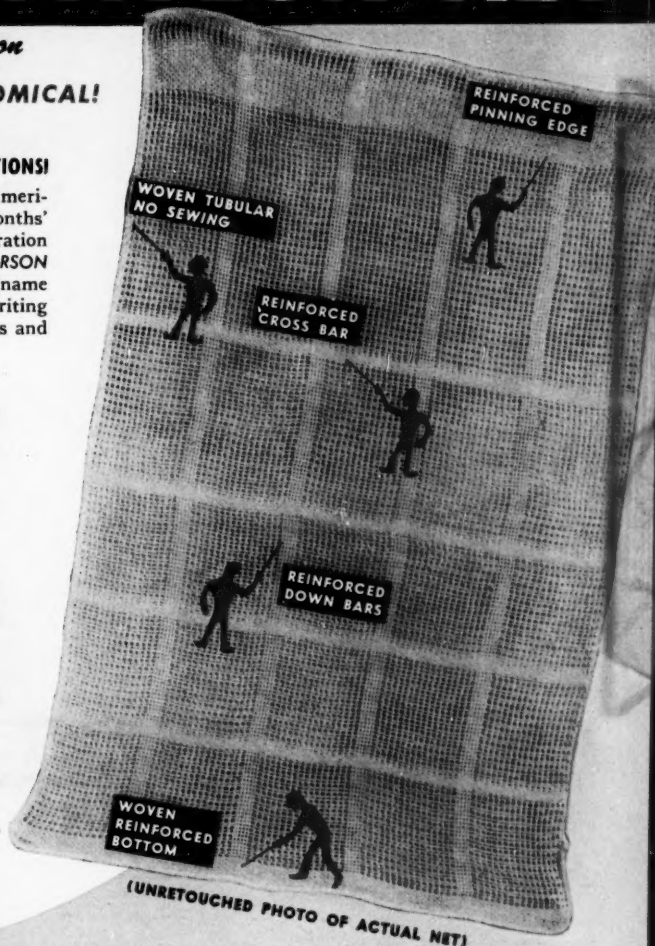
100% Nylon - No Cotton

EASY ON THE HANDS! ECONOMICAL!

PROVEN BETTER UNDER TOUGHEST CONDITIONS!

2 YEARS' experimentation developed America's leading nylon laundry net. Now, 12 months' continued use in every-day laundry operation proves the practical advantages of the **CARSON SPUNYLON NET**. A large eastern laundry (name on request) reports, "up to present writing these nets have given us over 240 washes and are still giving adequate service."

- **SOFT and EASY TO HANDLE!**
Pins and Loads Like a Cotton Net.
- **NO SOAP or CHEMICAL ABSORPTION!**
Saves Costly Supplies.
- **LINENS WILL NOT DRY OUT**
if Hung in CARSON SPUNYLON NETS
(unlike ordinary filament NYLON nets)
- **SIDES and BOTTOMS WOVEN TUBULAR**
— not sewed!
- **LIGHT WEIGHT!** Increase Wash-wheel
Payloads up to 25 Per Cent.



Backed by More than 25 Years of Laundry Textile "Know-How"!

Carson Products include nylon and cotton laundry nets, nylon and cotton press covers, press pads, ironer aprons, and a complete line of all laundry textiles — sold only through jobbers. Send for catalog and prices. If your jobber cannot supply you, write to us.



PER SHIFT! ROBOT'S Exclusive PRE-MIXING TANK

This exclusive ROBOT feature gives you absolute uniformity in every washing cycle. All supplies are thoroughly dissolved and mixed in pre-determined gallonage of water of the proper temperature before entering the wheel, thus eliminating all danger of bleach burn, soap specks, and other trouble due to improper dissolving of supplies. Increased production and more profits are yours when you use a ROBOT.

- SAVES YOUR SUPPLIES
- USES "JUST RIGHT" AMOUNTS
- DUMPS ONLY RIGHT SUPPLIES AT EXACTLY RIGHT TIME
- CAN'T MAKE A MISTAKE
- CAN'T FORGET
- CAN'T OVERLOOK AN INGREDIENT
- CAN'T GET INGREDIENTS INTO WASH CYLINDER WITHOUT PRE-MIXING

Robot Laundry Machinery Sales
Division of The Wolf Company
Chambersburg, Penna.

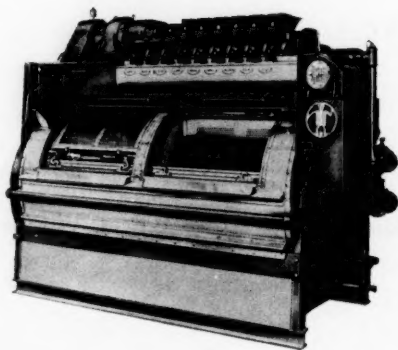
Please send without charge or obligation full information on ROBOT Self-contained Automatic Washers.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____



ROBOT

THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER.

LAUNDRY MACHINERY SALES

CHAMBERSBURG, PENNSYLVANIA



DIVISION OF
THE WOLF CO.

When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL

LAUNDRY SALES TRENDS FOR 1949-1950

THE charts shown below are pictorial presentations of information received by STARCHROOM throughout the year. Every laundryowner likes to know how he is doing as compared to the plants in his vicinity. These sales charts should prove of value for comparisons of sales trends, seasonals, and yearly percentage deviations.

The information presented here was compiled from sales statistics made available by three outstanding firms who specialize in laundry accounting work. Three areas of the country are represented: the Southeast, New York, and New England.

Chart A was plotted from mid-point values of graphs compiled by J. R. Wilson & Co., Atlanta, and includes data taken from 15 representative plants in the area. The line showing 1950 sales does not show the trend for December because figures for that month had not been released at time of publication.

Both years show a seasonal peak in June, and the last five months of 1950 disclose an encouraging reversal of the trend shown during the similar 1949 period.

CHART A, Southeastern States, 1949-1950

Based on mid-point values of Wilson's Aggregate Sales Volume, Nov., 1950.

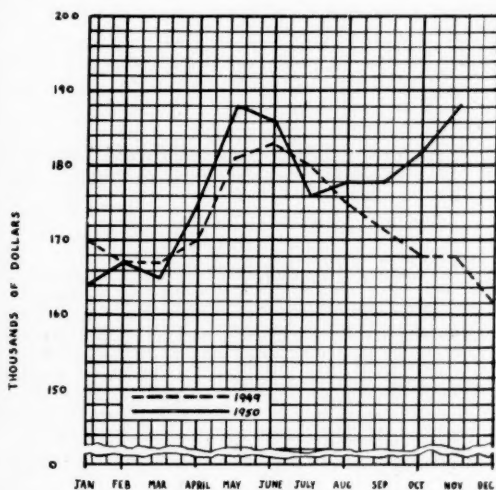


Chart B shows New York State percentage increases and decreases for 1949 and 1950. This bar chart is based on weekly reports of retail laundry sales published by M. R. Weiser & Co., New York City. It cannot be used to view general sales levels or seasonal highs and lows as it is a cumulative record, showing only increases and decreases from the previous year.

Deviations for 1949 are shown in cross-hatched bars, and 1950 changes from 1949 sales figures are shown in the solid bars.

When examining 1949, keep in mind that the zero

line represents 1948 sales, and that zero becomes 1949 when examining 1950 percentage changes.

For example, November, 1949, sales were 6.2 percent below those of November, 1948, while November, 1950, dropped one percent below November, 1949. March, 1949, dropped 1.6 percent below March, 1948, and 1950 third month sales were down 4.2 percent below the corresponding month of 1949.

CHART B, New York State, 1949-1950

Percentage increase or decrease from corresponding month of previous year. Based on weekly reports from M. R. Weiser & Co.

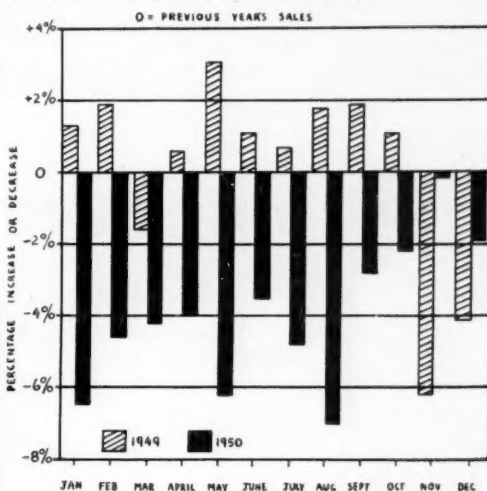
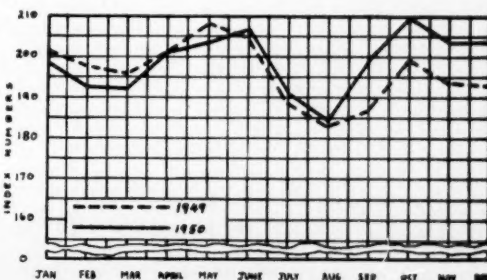


Chart C, an average of weekly index number reports received from John Carruthers & Co., Boston, pictures sales from 10 representative plants in the New England states. Sales for the years 1935-1937 have been made equal to 100.

The last half of 1950 records increased levels in every month, with the most definite increases in the last few months.

CHART C, New England States, 1949-1950

Based on mean averages of Carruthers' Weekly Index numbers. 1935-1937 equal 100.





In picture taken during opening of new self-service store, note signs listing door prizes offered to visitors. Equipment in cleaning department is labeled and employees explain operations

"IF YOU CAN'T BEAT 'EM..."

Long-Established Indianapolis Laundry Launches an Experiment in Self-Service

By JOHN J. DUNN

THE new self-service store opened by the Progress Laundry of Indianapolis, Ind., falls neatly within the dictum: "If you can't beat 'em, join 'em."

The combined drycleaning plant and self-service store is an experiment launched by one of the largest laundry route operations in the Middle West. The firm, headed by J. V. Stout, president, Lee E. Hocker, vice-president, and J. H. Hole, secretary, owns three laundries and two drycleaning plants in addition to the new undertaking.

During the past five years, the management of Progress felt that laundry sales in the community had not risen in proportion to the increase in population. On this basis, sales in relationship to the total potential were contracting. Seemingly, a lot of new work was either being done in the home or in some of the city's numerous self-service laundry stores. If the bundles weren't going to the commercial laundry, better they should go to the self-service than to the home washer. If to the self-service store, better the one owned by Progress than by somebody else.

Moreover, management knew that in many instances the routemen were not getting the complete bundle even from regular customers. Again it was in the best interests of the plant to have these pieces done at a wash-while-you-wait rather than in the woman's own kitchen. If Progress opened a self-service store, it would be in excellent position to get the drycleaning, shirts and other special items from the bundle. In addition, there was always the excellent possibility of swinging some of

these customers over to a complete commercial laundry service. This was the thinking behind the firm's decision to enter the self-service field.

Advantages

If a commercial laundry decides to add a "you-do-it" service, the old-line firm has a number of natural advantages over an operator who has nothing more than a location and the access to from \$5,000 to \$10,000 for investment. These advantages may be summarized generally as follows: (1) rather extensive financial means available for equipment and promotion, (2) knowledge of laundry operation, (3) additional facilities for handling cleaning, shirts and special items, and (4) an ability—even an eagerness—to offer something better, the full commercial laundry service, to the woman who is dissatisfied with the wash-while-you-wait. These factors are apparent at the new Progress enterprise.

The plant, housed in a new building, occupies an area 38 feet wide and 70 feet long. The laundry department with 30 home-type washers takes up about half the floor space while a small but complete cleaning plant is laid out on the opposite side of the building. The corner behind the cleaning department is partitioned off into a 14 by 16-foot room which encloses the 50-horsepower boiler, the water softener and the heat reclaimer. A glass brick counter at one side of the drycleaning unit is used for transactions in both departments.

For years Progress has been known as the "Soft

IS YOUR WHITE WORK READY FOR BLUE?

The first step in good bluing practice is to make sure that the work is ready for blue. Blue cannot make poor work look good, but it can make good work look better.

Blue is used on white work fundamentally because white cottons tend to revert to the "unbleached muslin" yellow, tan or brown that was their natural color before textile mill treatment. A very faint cast of yellow, tan, or light brown may be converted to a clear white by a very small quantity of blue, but a definite and heavy shade of yellow, tan, or brown cannot be converted to a clear white by a very large quantity of blue.

Moreover, bluing cannot be expected to overcome all kinds of yellowing in white work. If a yellow cast represents an accumulation of iron, lime soap, acid soap, or unsoured alkalinity, or a fuzz of oxycellulose from overbleaching, blue will only aggravate the off-color — turn it a dull gray, or develop "rainbows" of distorted color, or grab in blue streaks and splotches.

"The Scientific Side of Bluing" is the title of a recent issue of *Cowles Laundry Tips*. If you don't have this issue, we will gladly send you a copy.

GOOD WASHING MAKES GOOD BLUING

The first step in good bluing practice is to make sure that the work is ready for blue. Is *your* work free from contaminations of iron, lime soap and acid soap? Is it really clean and white? Is your bleaching right? Is your rinsing *always* complete? Is your souring adequate? Has *everything* been done that can possibly be done to prepare your white loads for a clear, sparkling blue job?

Your Cowles Technical Man can help you answer all these questions to your entire satisfaction. It's his job to make good work look better, and he is trained to do that job well. You can reach him through your regular Cowles Dealer or by writing us direct.



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NEW 1951 CHEVROLET ADVANCE- DESIGN TRUCKS



New FEATURES! New QUALITY! New VALUE!

You'll find everything in these new 1951 Chevrolet trucks—everything that has made Chevrolet the world's most popular make *plus* new features and improvements that put them still farther ahead of the field. As a truck user, you'll welcome Chevrolet's new, better designed brakes for their increased effectiveness . . . their thrifty long life and extra safety! You'll recognize important

contributions to trucking in Chevrolet's Dual-Shoe parking brake, the new Ventipanes, and Chevrolet's new cab seats . . . the very tops for riding comfort! See your Chevrolet dealer and take a good look at these 1951 Chevrolet trucks at your first opportunity. The "best in the business" are better than ever today! Chevrolet Motor Division, General Motors Corp., Detroit 2, Mich.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—the 105-h.p. Loadmaster or the 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURETOR**—for smooth, quick acceleration response • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement • **SYNCHROMESH TRANSMISSIONS**—for fast, smooth

shifting • **HYPOID REAR AXLES**—for dependability and long life • **NEW TORQUE-ACTION BRAKES**—for light-duty models • **PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES**—for medium-duty models • **NEW TWIN-ACTION REAR BRAKES**—for heavy-duty models • **NEW DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty

models • **NEW CAB SEATS**—for complete riding comfort • **NEW VENTIPANES**—for improved cab ventilation • **WIDE-BASE WHEELS**—for increased tire mileage • **BALL-TYPE STEERING**—for easier handling • **UNIT-DESIGN BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.





View of the laundry and drycleaning departments taken from front corner of store. Cleaning section is laid out in straight line with spotting board behind front window at one end of customer counter

Water Laundry" and it should be noted that the plant continues to use soft water at the self-service. Management feels the installation will pay for itself in reduced soap consumption and better work. A self-service laundry of this size would normally demand a 30-horsepower boiler, but 50 horsepower was used here to meet the additional steam requirements of the cleaning plant. Wash water is maintained at around 150 to 160 degrees in the boiler room, and is available at the machines at about 140 degrees. The washers, of course, have dials which control the amount of cold water added to reduce the temperature.

The complete operation is handled by five employees: a girl in the laundry department, a cleaner-spotter, a drycleaning presser, and two cashiers who also do marking and assembly. The cashiers work overlapping shifts to cover the store during both the morning and early evening hours. Efforts to swing self-service customers over to the regular laundry service consist principally of suggestions offered by the store personnel.

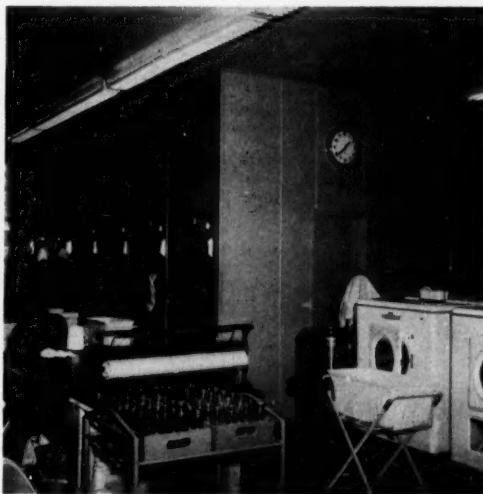
Also Used As Call Office

Besides the cleaning service and the self-service laundry, the store also acts as a call office for the main plant's regular work. In addition, the store may be a sub-station for processing cleaning from routes in the surrounding territory. For example, if a driver receives a quick service drycleaning job, he may place it at the store rather than truck it all the way into the main plant.

Since the enterprise has only been in operation since mid-November, it is too early yet for a definite sales pattern to emerge. However, on the basis of rather limited experience certain trends are indicated. After the first few weeks of operation, management estimated that about 25 percent of the self-service customers segregated some part of the bundle for the commercial service. About 35 percent of these patrons also brought in drycleaning. Regular two-day cleaning is sold at base

of \$1.10 while one-day is available at \$1.25 and three-hour at \$1.40. About 80 percent of the volume was regular service. When a little more experience has been built up at Progress, we'll go back to Indianapolis and get more data on how the experiment develops.

The main point of this new store seems to be that a commercial laundry can go into the self-service business and beat the boys at their own game. Of course, to many laundrymen the suggestion of such a plan may be pretty much like advising a marine top kick to join the army. But if you want to, you can be a general in the army, Sarge. ●



Boiler is housed in rear corner; continuation of wall encloses battery of tumblers. Timers on tumblers indicate end of drying period



Decoration of new store features color scheme of gray and light green. Garment slots in counter set up three separate work stations

PROFITS FROM A NEW STORE

**Strong Opening Promotion Booms Sales
Above Break-Even Point in First Week**

By JOHN J. DUNN

MONEY laid out for promoting the opening of a new store should be considered an investment rather than an expense, according to H. E. Snowden, sales manager of the Q & S Laundry in Bladensburg, Maryland. Moreover, he and the sales-minded management of the suburban Washington plant have figures to back up this contention.

Late in October when Q & S decided to launch a shopping center branch with a fine flourish of fanfare, the firm wasn't sure the promotion would be worth the cost. Sales provided the answer rapidly and dramatically. Mr. Snowden reports that \$500 was his most optimistic hope for volume in the first week, and he admits he would have been satisfied with \$300. Actually, the new outlet rung up over \$900 in the first six days.

As expected, volume tapered off somewhat after the special introductory features were eliminated, but this slump never fell below 50 percent of the sales during the opening. From the low point volume began a steady climb back toward the previous level. The cost of promotion just about equalled sales during the first week. Because of this investment, the Q & S store has

operated above its break-even point from the very moment it was opened.

The effectiveness of Mr. Snowden's campaign to draw prospective customers is emphasized by the fact that the complete shopping center was not fully occupied for several weeks after the laundry outlet was introduced. Inactive during this period was the giant self-service supermarket, the one business which is usually the primary magnet in any suburban shopping center.

Mr. Snowden's efforts to lure people into the new store centered principally on the "give 'em gift" technique. Two hundred Hawaiian orchids a day were distributed to the women who visited the branch. (These orchids are of the small variety, but it's always better to refer to them as "Hawaiian" rather than "baby" or "miniature.") The first 10 women received a pair of nylon hose and the first 10 men had their choice of a necktie. The names of all visitors were placed in a glass jar for a raffle at the end of each day. The prizes were table model radios. Through the week, the names of the winners were added to a large poster

HERE'S WHAT'S BEING GIVEN AWAY... OCT. 27 thru NOV. 2
to be sure you'll know about Q & S's 4th
Laundry and Dry Cleaning Branch Store...

EACH DAY OCT. 27—NOV. 2
200 HAWAIIAN ORCHIDS

EACH DAY OCT. 27—NOV. 2
10 PAIRS of NYLON HOSE
 FIRST TO LADIES

EACH DAY OCT. 27—NOV. 2
1 TABLE RADIO
 LUCKY DRAW—NOTHING TO BUY

OPEN DAILY 9-6
FRIDAYS 'TIL 9

NEW BLADENSBURG SHOPPING CENTER
Defense Highway & Edmonston Road
Free PARKING for 150 Cars

Q & S
LAUNDRY
DRY CLEANING

Direct mail piece which was used to announce free gifts to be presented during opening week

behind the counter. For the children the plant provided copies of a color book.

In line with the sentiment, "If you're going to do it, do it right," the Q & S sales manager stressed the importance of offering gifts of easily-recognized value. The nylon hose retailed for \$1.95. The neckties were in the \$2.50 class and carried the label of perhaps the most exclusive men's shop in Washington. The radios, too, were well known brand models.

The news of the opening and free gifts were announced through post cards and direct-mail pieces mailed to residents within the trading area. During the week a rented public address system broadcast music over

shopping center parking area. The store windows were decorated with a number of suspended balloons, which, by the way, is an inexpensive and very effective way to add color and a feeling of "special occasion."

"Our experience," Mr. Snowden summarized, "has proved that money placed in opening week promotion pays off in good initial volume." If Q & S had done less in the way of promotion, they could have saved a couple of bucks. On the other hand, it might have been a period of months before the new outlet finally crept above the break-even point. Here an investment in promotion meant the difference between an immediate asset and a lingering liability. ●



Billboard at main plant has "unfinished" appearance as device for catching attention. Area at the right is left unpainted with note from painter that he has gone to get his shirts



Some of the laundrymen who toured the Lord Baltimore Laundry pause to be photographed in the washroom

TRI-STATE AT BALTIMORE

THE mid-winter meeting of the Maryland, District of Columbia and Virginia Laundryowners Association in Baltimore, December 7 and 8, was typical of the group's recent conventions. During the past several years, the Tri-State Association has been moving to limit the formal portion of the program to permit more time for plant visits and informal bull sessions.

The convention got underway Thursday afternoon with a conducted tour of the Lord Baltimore Laundry. Friday morning was set aside for golf, sight-seeing or tours through other plants in the city.

All speakers were scheduled on the Friday afternoon session at which President O. Lewis Roach, Star Laundry, Danville, Virginia, acted as moderator. A report on current projects of the American Institute of Laundering was submitted by Fred W. McBrien, AIL president. Howard Fink, Fink's Sweet-Clean Laundry, Kenosha, Wis., made a strong plea for work simplification in laundry operation. Final speaker of the session, Maurice M. Thomas, sales manager of Baltimore's Kress Farm Dairy, presented a wide range of ideas on route selling.

Vice-president Wade G. Emmett, Jr., Fulton Laundry, Baltimore, presided at the evening banquet and enter-



Part of the audience in attendance to hear the speakers at the Friday afternoon session

tainment. In appreciation for past services a watch was presented by the group to R. H. Pledger, Manhattan Company, Washington, former president. The Tri-State officers will be elected at the Spring meeting which the association intends to combine with a one week's cruise to Bermuda. After a discussion of the Bermuda trip, the convention closed with a floor show.

—John J. Dunn. ●

MISSISSIPPI CONVENES

THE fifth annual convention of the Mississippi Laundry & Cleaning Association was held on December 3 at the Robert E. Lee Hotel in Jackson, Miss. About 300 laundryowners and key personnel attended the gathering.

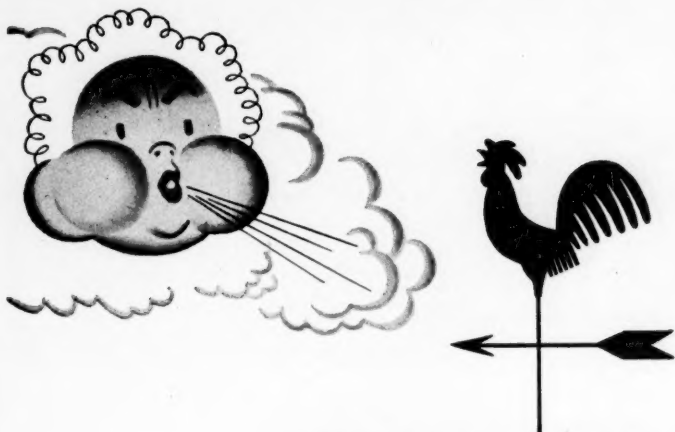
Norbert J. Berg, managing executive, National Institute of Cleaning and Dyeing, was the keynote speaker. He brought the Southerners up to date on the latest developments of the nation's preparedness program, and how these plans will affect laundryowners and cleaners.

George H. Isaacson, director of technical departments, American Institute of Laundering, opened the series of addresses with the topic, "Making Things Happen." In his talk he described practical methods of

operating an efficient and aggressive business. He stressed the importance of carefully conducted goodwill advertising campaigns, citing examples of promotional letters which have brought good results. He encouraged the practice of inviting clubs and civic groups to tour laundry and cleaning plants. "Guaranteed" laundry service, he said, is effective advertising as well as policy.

Robert E. Cowie, staff industrial engineer for the NICD, used a motion picture and chart slides to illustrate his talk on "How to Improve Methods." He demonstrated how a study of plant layout may lead to amazing savings through increased efficiency. Practical methods of making plant layout changes in order to reduce wasted man-hours were demonstrated.

Don Tuttle, laundry research specialist for Procter



WASHING RESULTS CHANGEABLE AS THE WEATHER?

Washroom-built soaps can be as changeable as the weather. Over-built mixtures one week . . . under-built the next . . . are fatal to uniform washing results. Costly, too, in terms of supply usage and customer satisfaction.

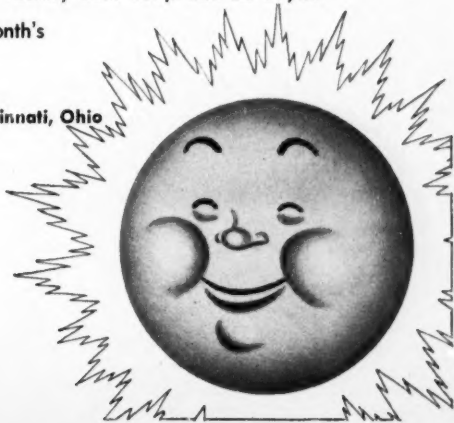
SWITCH TO OZONITE!

If you want to be sure of uniform quality—week after week, month after month—start washing with Ozonite now.

Thorough dirt removal . . . excellent whiteness maintenance . . . exceptional safety to fabric . . . these are factors you can count upon when you install Ozonite in your washroom. This complete, factory-built soap can save you time, manpower, money—and grief. A month's trial will prove it.

PROCTER & GAMBLE, Cincinnati, Ohio

Quality control is
Simple, Inexpensive with
OZONITE Washing.





Officers, directors, and executive committeemen for 1951. Front row, left to right: Gordon Marks, Jackson, secretary-treasurer; Philip Kolb, Jackson; John Gilbert, Meridian; Jack Reilly, Jackson; W. D. Alberts, Gulfport, president; E. R. Jones, Meridian, 2nd vice-president; Julius Herman, Jackson, 1st vice-president; M. A. Mayo, Hattiesburg; F. E. McRae, DeKalb. Back row; Merle Fraser, Columbus; C. H. Fullerton, Greenville; E. T. Flurry, Canton; O. K. Batte, Jackson; Sidney Selvidge, Greenville; Louis A. Pichetto, Vicksburg; George Rogers, Vicksburg; J. H. Carter, Meridian; and John A. Tyson, Macon

& Gamble, showed the color film, "Leave Less to Luck," and pointed out methods of using detergents effectively and economically.

C. B. Kasson, R. R. Street & Co. Inc., spoke on the topic, "You Can Sell—The Deaf and Dumb." Mr. Kasson drew on his years of experience in the cleaning business to show how quality work acts as its own salesman.

In the election of officers and directors, W. D. Alberts, Gulfport, former vice-president, succeeded Sidney Selvidge, Greenville, as president. E. R. Jones, Meridian, and Julius Herman, Jackson, were named vice-presidents, and Gordon Marks, Jackson, was re-elected secretary-treasurer.

Elected to serve as directors and executive committeemen were: Philip Kolb, Jackson; John Gilbert, Meridian; Jack Reilly, Jackson; M. A. Mayo, Hattiesburg; Merle Fraser, Columbus; C. H. Fullerton, Greenville; E. T. Flurry, Canton; O. K. Batte, Jackson; Sidney Selvidge, Greenville; Louis A. Pichetto, Vicksburg; George W. Rogers, Vicksburg; J. H. Carter, Meridian; and John A. Tyson, Macon. ●



"Your willingness to work overtime to get that extractor working is commendable, George . . . but, we sold it for junk three days ago!"

OPEN HOUSE WITH ORCHIDS

AT this year's open house the New England Laundry, Hartford, Conn., ordered 1,000 orchids for the lady visitors. The flowers proved to be an excellent means of attracting a large and prompt attendance. It has been customary, when holding one of these open houses, to operate the plant from seven until ten in the evening. Because of the attraction of the orchids there was a long line waiting for the office doors to be unlocked at the appointed time.

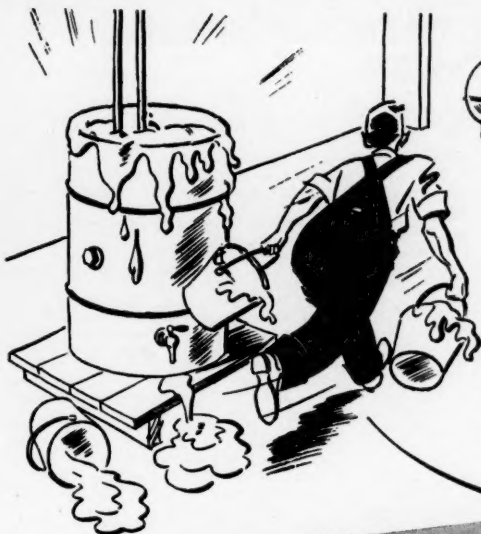
In addition to the flowers, the visitors were treated to an inspection of one of the country's most modern plants. As the lady was presented with her orchid she found herself entering the productive area of the laundry. By the use of strategically located guides and protective ropes the guest found that she had no opportunity to leave before completing the tour. There was little, if any, indication of visitors wanting to leave before the tour was finished.

The flowers, which were shipped by air from Hawaii,



Part of the large crowd entering the plant when the doors were opened

are of a special variety that are economical for business uses. ●



CUT DOWN YOUR OPERATING COSTS

Every minute spent in tank building and bucket lugging, while wheels run unproductively, costs you money you can easily save.

SAVE WITH BEACHRITE

Beachrite is the *complete* soap. Always ready for use straight from the barrel, it washes clothes sparkling white, rinses free and clear and gives uniform quality work every time with a minimum of supervision.

Eliminate expensive waste. Save time, money, labor, supervision — get peak production from your wheels all day long — with Beachrite!

BEACH SOAP COMPANY

Lawrence, Mass.



BEACHRITE

CUTS OVER - ALL WASHROOM COST

YOUNG MEN'S CONFERENCE PROGRAM ANNOUNCED

WITH speakers hailing from Maine to California and sales production and management as the principal topics of discussion, the program is practically complete for the second annual young men's management conference of the American Institute of Laundering in Atlantic City February 2-3.

Sessions will be held in the Haddon Hall Hotel. Those expecting to attend have been urged to make their reservations immediately, contacting the hotels of their choice directly.

The meeting will immediately precede the annual convention of the National Institute of Cleaning and Dyeing, which will be held in Atlantic City February 4-7.

Here is program to date:

FRIDAY, FEBRUARY 2

- 9:00 a.m. Registration
- 12:30 p.m. Luncheon Meeting, AIL President Fred W. McBrien presiding
- "The Young Man's Stake in His Government," Harold K. Howe, manager, AIL Washington office
- 2:00 p.m. Sales Conference, Cecil H. Lanham, AIL director of education and training, presiding
- "Why Modernization Pays Dividends," George S. Downing, Whittier Laundry, Whittier, Cal.
- "Selling Laundry and Dry Cleaning Service Together," Henri Foussard, Model Laundry, St. Paul, Minnesota
- "Is the Launderette Really Competition?," Daniel Mandel, Norwood Laundry, Brooklyn, New York

DINNER MEETING

AIL President Fred W. McBrien presiding
Presentation of certificates of recognition to speakers of the first Young Men's Management Conference in Chicago, March 9-11, 1950

"Laundry Operations in 1951," a panel discussion of laundry management by members of the Junior Laundry Board of Trade of Philadelphia

SATURDAY, FEBRUARY 3

- 9:30 a.m. Production Conference, AIL Vice-President George H. Johnson presiding
- "Marking Without Listing," Richard Dates, Dates Laundry Service, Kenmore, New York
- "How We Cut Costs and Increased Production," M. Porter Johnson, Creamer Wing Laundry, Boston, Massachusetts
- "Profitable Wearing Apparel and Shirt Finishing," R. L. Cline, Jr., Lake Side Laundry, Lake Charles, Louisiana
- 12:30 p.m. Luncheon Meeting, AIL President Fred W. McBrien presiding
- "Laundry Management in Changing Times," AIL Secretary-Treasurer Albert Johnson
- 2:00 p.m. Management Conference, AIL Promotion Director Ward A. Gill presiding
- "What Is Expected of Top Laundry Management," Walter Spallholz, Universal Laundry, Portland, Maine
- "How to Use Costs in Laundry Management," Kenneth Weiser, M. R. Weiser and Company, New York City
- "Must the Laundry Market Remain Unsold?" Herman Chapman, Chapman Laundry, Hammond, Indiana

NEW O.M.I. COURSE STARTS FEBRUARY 26

TO accommodate those young men who are not entering the service now and veterans who have not yet entered upon a course of training, the Ohio Mechanics Institute has planned to accept a beginning group in the Power Laundry Cooperative Course on February 26, 1951. Normally this course begins in September of each year, and runs for about two years. The course beginning February 26, 1951 will end in February, 1953.

This power laundry course was begun in 1920, and its graduates are to be found in most states in the union. Students work in commercial and institutional plants

for wages every other month to gain practical experience. Completion of high school, or its equivalent, is necessary for admission. No previous practical experience is necessary.

One reason for beginning the course in February is the fact that G. I. students who have not yet entered a course of training must do so before July 25, 1951, according to present regulations.

Additional information may be obtained by writing Ohio Mechanics Institute, Central Parkway and Walnut Street, Cincinnati 10, Ohio. ●

SEAL PROGRAM RECEIVES RECOGNITION

AIL's public relations program for laundries, based on the Certified Washable Seal, was picked as one of the year's outstanding public relations achievements last November by *Public Relations News* when the program was chosen for a "case study" report by the national public relations publication for executives.

Previous "case studies" have covered the public relations activities of such firms and organizations as General Foods Corporation, American Bankers Association, Standard Oil Company of New Jersey, U. S. Steel Corporation and Citizens Committee for the Hoover Report.

The article on AIL tells how the AIL Membership Emblem and the Certified Washable Seal "form the foundation for the Institute's public relations."

"The laundry business used to have a highly individual and costly headache," says the article. "It was forced to shell out millions of dollars a year to placate

customers whose sheets tore, blankets faded, or shirts shrank. Customers took it for granted the laundries were to blame. American Institute of Laundering researched; discovered the fault usually lay in the way some products were constructed or dyed. Result: the 'Certified Washable Seal'."

The article tells how the industry and the Institute are following through with tie-in newspaper advertising by members, AIL advertising in the *Saturday Evening Post* and the publications of consumer pieces like the "How to Buy and Care for Your Washables" booklet.

"Newspapers and magazines continue to find news value in the Institute's Certified Washable Seal and its laboratory and operating laundry," says the article in commenting on the Institute's publicity activities. It then tells how the Seal has been the basis for articles in such magazines as *Charm* and *Liberty* and publicity in newspapers and on radio stations. ●

LINEN SUPPLY DIRECTORS MEET

THE board of directors of the Linen Supply Association at its recent meeting in Chicago approved an enlarged activity and service program for 1951. In addition to carrying on all of its present activities, the association will furnish production information to members during the coming year.

Membership of the association stands at an all-time high of 965, compared to 916 a year ago, 838 in 1948, 779 in 1947, and 608 in 1946. Membership turnover for all reasons (consolidations and resignations) was 4.4% in 1950, compared to 5.2% in 1949 and 1948, and 8.0% in 1947.

New membership applications during the last thirty days approved by the Board include:

Linen Supply Companies

American Sanitary Laundry Co.—Hamilton, Ohio

Clein Linen Service—Miami, Florida

Fresno Towel Company—Fresno, California

Los Angeles Towel Service—Los Angeles, California

Allied Companies

Iselin-Jefferson Company, Inc., New York, New York

Mid-West Laundry Machinery Mfrs.—Milwaukee, Wis.

Super Laundry Machinery Company—Benton Harbor, Mich.

Officers and Directors attending the meeting were President Moe Struminger, Clean Linen Service, Pittsburgh; Vice-President John Isaacs, City Towel Service Company, Detroit; Treasurer Samuel Miller, Inde-



Left to right: I. M. Weinstein, Richard T. Moore, James S. McCloskey, Samuel Miller, Manford Meltzer, Samuel B. Shapiro, Moe Struminger, Herbert V. Hedeon, Stanley I. Posner, Jack Felman, John Isaacs, Jack Quigley, Arthur R. Chambers, and William B. Hurlbert (guest)

pendent Towel Supply Company, Cleveland; Directors: Jack Felman, Eagle Coat & Apron Supply Company, Pittsburgh; Arthur R. Chambers, Queen City Linen Service Company, Long Beach, California; James S. McCloskey, The Maine Linen Supply Company, Portland, Maine; Manford Meltzer, Central Coat, Apron & Linen Service, New York City; Richard T. Moore, Bell Linen Service, Boston; Jack Quigley, Chicago Towel Company, Chicago; and I. M. Weinstein, National Linen Service Corporation, Atlanta.

Staff members present were Herbert V. Hedeon, secretary; Samuel B. Shapiro, manager; and Stanley I. Posner, general counsel. ●

A.I.L. PREPARES NEW MEMBERSHIP EMBLEM

A NEW AIL membership emblem, combining the old emblem and the Certified Washable Seal, has been prepared by the American Institute of Laundering.

In announcing the new emblem, the AIL said:

"After years of spade work and development, the time is ripe for the AIL Certified Washable Seal Program to do a job for every AIL member laundry. To be specific, that job consists of getting new customers, retaining old ones, and building the laundry-owner's prestige in his

own community. The time is ripe because the development of the Seal Program has reached a stage where it has become a customer "buy-word." Hundreds of millions of dollars worth of Certified Washable Seal merchandise is being sold as such each year. The Seal is receiving national advertising worth hundreds of thousands of dollars in newspapers and magazines, and on radio and television—plus valuable publicity.

"These facts are behind recommendations of the AIL board of directors for important improvements in the AIL membership emblem."

Decals of the new emblem were mailed to all members about January 1. It will also be available in the form of mats and electros for use on printed material.

Essentially, the new emblem combines the two separate stories which the AIL membership emblem and the AIL Certified Washable Seal have been telling the public in the past. The two stories are, "Look for this Seal when you buy washables" and "Send your washables to a laundry displaying the AIL Membership Emblem."

The new membership emblem design now includes the same Certified Washable Seal that the leading textile manufacturers are using in their national advertising. ●



own community. The time is ripe because the development of the Seal Program has reached a stage

RECENT A.M.A. PUBLICATIONS

PERSONNEL, production, and insurance problems facing management in the mobilization period ahead are analyzed by leading business, union, and government spokesmen in six pamphlets recently issued by the American Management Association. All of these publications are available from association headquarters at 330 West 42nd Street, New York 18, N. Y.

Included in the personnel series are: The Human Relations Job of Personnel Management, No. 132, \$.75;

Maintaining Two-Way Communication, No. 134, \$1.00; Personnel Problems Under Mobilization, No. 135, \$1.25; and Wage Policy and Problems in a Preparedness Economy, No. 136, \$1.25.

In the production series, the association has made available a pamphlet titled, Controlling Indirect Labor and Maintenance Costs, No. 194, \$.50.

Insurance series No. 87, Operating Under Non-Occupational Disability Laws, \$.50, is also offered. ●

UNION SELLS KRAUSS LAUNDRY

IN the March, 1950, issue of STARCHROOM appeared an article titled, "Indianapolis' Laundries and Unions." In discussing the history of laundry—union negotiations in that city, mention was made of the Krauss Laundry whose financial difficulties, plus the failing health of the owner, had put the firm into bankruptcy. The plant was purchased by the Laundry Workers International Union who, according to reports, paid \$25,000 for the business and \$80,000 for the real estate and building. At the time of the purchase, the Laundry Workers Union, the International Association of Cleaning & Dye House Workers, and the Teamsters' Union were carrying on an intense organization drive. When the smoke cleared away, the 42 member plants of the Indianapolis Cleaners & Launderers Club and the three unions had signed a seven-year, no-strike contract.

As soon as the union acquired the Krauss Laundry, an extensive modernization program was started. The washroom was replaced, new shirt units and other equipment were added, the layout was improved, the electrical system was replaced, and a drycleaning department was added. As the March SLJ article reported, "The union announced that it was going to show how efficiently a laundry should be operated. It was going

to pay adequate wages and sell the services for "reasonable" prices. It was to be a model plant for the benefit of the union and the laundry industry."

Now the Krauss Laundry has been sold again. Last November the laundry was bought by the Albert Pick Hotel Company of Chicago which operates four hotels in Indiana. The new owners are continuing the family laundry and cleaning business of the Krauss Laundry, but are specializing in hotel and other commercial accounts. The announced purchase price was \$205,000.

Samuel J. Byers, president of the Laundry Workers International Union, was quoted as saying: "We acquired it as a beachhead in our campaign to organize the employees of other laundries. We used it as a beachhead in our campaign to organize the employees of other laundries."

"We used it as a test laboratory to experiment with various methods of operation and acquired an understanding of the business we could never have obtained otherwise."

"We took a loss of \$25,000 when we sold it, but that was a small price to pay for the harmonious and mutually profitable relationship now established between our union and the laundry employers." ●

COST SURVEY FORMS MAILED

OPERATING cost percentage survey forms have been mailed by AIL to all members for the benefit of those with a fiscal year ending in 1950.

This will be the initial step by the Institute in compiling figures for the 1950 preliminary operating percentages report.

Institute accountants urge a speedy return of all forms to enable them to publish their report early. They point out that laundryowners are urgently requesting this information to be used in trouble-shooting their cost pictures.

With the nation's business facing an uncertain future in a semi-mobilized U. S. economy, the laundry industry's 1950 cost percentages report may have an additional value if the government decides to invoke wage-price controls.

In any case, the report will be vital in determining whether the industry is checking a slumping average profit. In the last three years the profit has slimmed from 6.07 percent to 4.84 percent, reaching a low of 4.49 percent in 1949. The industry wants the answer to the 1950 question mark.

The Institute figures it will need at least 250 to 325 replies to make an accurate preliminary report. A smaller sample would not be sufficient to indicate a trend.

Plants reporting will not be asked to identify themselves by name. They will be asked to indicate only their city and state. If a plant finds it inconvenient to compute its own percentages, it can send in its dollar amounts and the AIL will convert them into percentages, returning a copy to the laundryowner upon request. ●

NEW SERVICE FOR LINEN SUPPLIERS

A MANAGEMENT engineering service for members has just been announced by the Linen Supply Association of America. The association has worked out an arrangement with Stevenson, Jordan & Harrison, Inc., to provide competent engineering service for members in developing maximum operating efficiency, lower costs, and higher profits.

The service will be effective in two ways: First, direct consulting service on operating problems in the individual plants of members will be available to them on a free basis. Second, technical bulletins dealing with management problems will be provided to all members without any cost.

The firm of Stevenson, Jordan & Harrison, Inc., was selected to handle the problems peculiar to the linen supply industry because they operate on a national scale, have been in business for almost 40 years, and have an extensive background of successful management engineering experience in the linen and towel

supply field, the laundry and drycleaning industries, and industry in general.

Some of the specific services that will be provided by Stevenson, Jordan & Harrison, Inc. are the following:

1. Methods of analysis, designed to develop the maximum use of labor and equipment.
2. The development of accurate production standards for control of direct labor.
3. The installation of wage incentives, to promote maximum output, more pay, and lower costs.
4. The development of budgetary controls for indirect expense.
5. Cost analysis, for pricing and control purposes.
6. Profit planning.
7. Linen Control.

In announcing this new service, Association Manager Samuel B. Shapiro stated, "This cooperative venture will be of widespread and lasting benefit to the linen and towel supply industry." ●



If you are a laundry man...

(Detergents are one of your biggest problems.)

the Armour man is the man to see
because he has more different
soaps and synthetics
than anybody!

(He's bound to have just the ones you need. Write him today.)



ARMOUR

Industrial Soap Division

Armour and Company • 1335 West 31st Street • Chicago 9, Illinois

When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL

BASIC ACCOUNT CLASSIFICATION NOW EFFECTIVE

FOR the first time, the textile maintenance industries have completely consistent methods for distributing expenses, as a new basic account classification for those industries became effective January 1, 1951. Plantowners now have one system of accounts that will fit the statistics published by any of the trade associations in the textile maintenance field.

The transition will be simple. As far as laundries are concerned, the mechanics of the change-over will involve just these essential steps in their operating expense accounts, says the AIL:

- Change basic accounts to a non-decimal system.
- Change labor and supply accounts as indicated in AIL Technical Bulletin No. 408.
- Show route supervision in account 71 instead of account 72.
- Show agency expenses in account 72 instead of 76.

The new classification is the work of the National Accounting Council of the Textile Maintenance Industries, composed of professional accountants specializing in the textile maintenance industries and representatives of the national association. These associations are American Institute of Laundering, National Institute of Cleaning and Dyeing, Linen Supply Association of America, Diaper Service Institute of America, National Institute of Rug Cleaners and National Industrial Launderers and Cleaners Association.

A long and thorough study of cost principles for the purposes of establishing uniform classifications went into the new classification.

The advantage of uniformity of accounting classifications for the industries have become obvious because of the fact that an increasing number of plants combine services of two or more of the textile maintenance industries.

A complete report on the new classification is being prepared and will be issued to the members of the co-operating associations. Its four sections will include: Section One: Income and Expenses Accounts for All Industries; Section Two: Asset and Liability Accounts; Section Three: Method of Allocating Costs to Industries; Section Four: Detailed Classifications of the Various Industries.

Members of the Accounting Council for the Textile Maintenance Industries are John Carruthers of John Carruthers and Company, chairman; Norbert J. Berg of the NICD, co-chairman; James V. Scattergood of AIL; M. R. Weiser and Kenneth D. Weiser of M. R. Weiser and Company; James R. Wilson of James R. Wilson and Company; T. Rutherford Edwards, Clifford P. Rhodes and Arthur C. Rischer of John Carruthers and Company; Osgood Wells of the National Institute of Rug Cleaners, and Irving Struminger of the Home Pearl Laundry, Wheeling, West Virginia. ●

LINEN SUPPLIERS HONORED

SELIG S. BURROWS, Central Coat, Apron Linen Service, and Hyman Mindich, Mirro-like Family and Laundry Services, were honored at a joint dinner

hospitals and appealed for increased generosity to end the waiting list for needed medical care and social welfare services. ●



Seated, left to right: Selig S. Burrows; Robert Maslow, Best Coat and Apron, chairman of the Linen Suppliers division, 1950 drive; Dr. Loewe, speaker; Charles Maslow, Best Coat and Apron, honorary chairman; and Albert Gillow, Professional Linen Service. Standing: Hyman Mindich; Arthur L. Kliegman, Kliegman Brothers, Inc., and Philip Sobin, Carolyn Laundry, treasurer of the laundry and allied trades division

of the Laundry and Allied Trades and Linen Suppliers divisions on December 7th at the Hotel New Yorker, New York City.

More than 60 prominent members of the trade participated in the annual event in support of the current \$20,000,000 campaign of the Federation of Jewish Philanthropies to maintain and expand services at its 116 affiliated hospitals, health and social welfare agencies. Contributions of industry members to the Federation campaign represented a 33 percent increase over last year. Dr. Leo Loewe of the Jewish Hospital of Brooklyn, principal speaker at the dinner, described some of the outstanding services at Federation-affiliated

TRUCK OWNERS TO CONVENE

THE National Council of Private Motor Truck Owners, Inc., has scheduled their 12th Annual Meeting and Defense Mobilization Conference for February 1-2, 1951, at the Hotel Statler in Washington, D. C. Among those scheduled to appear on the program are Defense Transport Administrator James K. Knudson and Transportation Undersecretary of Commerce Philip B. Flemming.

Representatives of all types of commercial enterprise—industry, agriculture and the service trades—interested in the private transportation and distribution of goods over the highways will be present to take advantage of the opportunities provided at the meeting. ●

PREVENTIVE MAINTENANCE EXPOSITION

THE first large-scale preventive maintenance clinic by and for the operators of commercial vehicle fleets is to be held at the Madison Square Garden in New York City on February 1-4. Sponsors of the show contend that widespread improvement in safe operation of commercial vehicles will result from exposure of the results of research and testing of procedures and items of equipment by technical men associated with fleet operating companies. The program, planned by practical fleet supervisors and maintenance superintendents of truck and bus operators, is said to be crowded with fast-moving clinics and demonstrations. ●

Chemicals you live by

NOW...

TRY DIAMOND

ORTHOSILICATE

THE ONLY ORTHOSILICATE THAT ...

is in **FLAKED** form

is **DUSTLESS**—no sneezing

is **SAFE** and easy to handle

dissolves **READILY** in hot or cold water

dissolves **FASTER** than other orthosilicates

dissolves **COMPLETELY** without waste

DIAMOND flaked orthosilicate is easy to handle. Your employees will appreciate it. Orthosilicate, properly applied, is the ideal detergent for high quality results in washrooms where excess bicarbonate in the water supply is a problem.

BUT MAKE A NOTE OF THIS—try **DIAMOND** orthosilicate for a month and keep track of how much less you need when you use **DIAMOND**. It's made by an *exclusive* formula. Because it dissolves faster than any other, it goes to work immediately, saving time and supplies. None goes down the drain.

CALL A DIAMOND Office or Laundry distributor today for details and demonstration. Or call the nearest **DIAMOND** sales office.



METASILICATE
SUPERSILICATE
ORTHOSILICATE
METALATE

ALKALATE*
ORTHOLATE
HYDROBREAK*
HYDROLATE
PARALATE*
PARALATE-S*
SOURS
SAFETY-LINEN*
ECONO*
SEPTO*
DOUBLE-DUTY*
CARBO*
NEOTONE
BLUES
LIQUID BLUE R
(RED)
LIQUID BLUE G
(GREEN)

*R

DIAMOND LAUNDRY DETERGENTS • SOURS • BLUES

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO



Laundry News Notes



DENVER, COLO.—The Crystal Laundry and Dry Cleaning Company recently announced an expansion program. In the past year and a half the plant has added more than \$69,000 worth of new equipment. This year the exterior will be remodeled and the offices and interior will be shifted to accommodate more equipment. Adjacent parking lots have been paved to afford drive-in facilities.

DALLAS, TEXAS—Among the new officers recently elected by the Dallas Professional Laundry and Cleaning Association were Burton Gilliland, president, and David Wallace, treasurer. The group is now entering its third year of operation.

HOUSTON, TEXAS—Some 40 school teachers recently spent a day visiting the city's laundry and drycleaning plants. After a morning spent in plant visits, the teachers met with laundry and cleaning executives at a luncheon held at the Chamber of Commerce building. "Time for Living" was shown, followed by a question and answer period.

TULSA, OKLA.—The Dawson Towel Supply has been purchased by the Oklahoma Operating Company of Oklahoma City. R. F. J. Williams, president of the Oklahoma Operating Company, stated that the Dawson plant will continue operations with the same staff of employees and under the same name. It is planned to expand the service and facilities and to install modern equipment.

GALVESTON, TEXAS—W. A. Johnson, president of the Model Laundry, recently celebrated his 50th year in the laundry business. He assumed control of the plant, the oldest in the city, in 1909. Early in 1901 he entered the laundry business by working at the Eureka Laundry in Beaumont. Mr. Johnson was president of the Laundrowners National Association for two terms during 1924-25, and served as a director of the group from 1923 to 1934.

SNYDER, OKLA.—The laundry operated by Mr. Dudley McKinzie has been destroyed by fire.

EL CAJON, CAL.—C. F. Fry has obtained a building permit for a \$4,000 laundry building on Main Street near First Avenue.

HAYS, KAN.—A new laundry and power plant have been completed at St. Anthony's Hospital and are now in operation. The installation was built at a cost of \$225,000.

SAN FRANCISCO, CAL.—In a double transaction on December 16th, Vance P. Beck, sold a linen supply business known as John's Laundry & Towel Supply to John N. Malandaras, and Mr. Malandaras sold a hotel and family laundry business known as the Thrifty Laundry Company to Mr. Beck. Both businesses occupy the same site at 784 Stanyon Street.



SHELBYVILLE, TENN.—The Model Laundry, formerly located on Holland Street, has opened for business at its new location on the Wartrace Road. New equipment has been installed, and a drycleaning plant will be added later.

ATLANTA, GA.—Atlanta Laundries, Inc., are ready to launch a \$400,000 modernization program in connection with their 70th anniversary. The firm operates six plants and a large fur storage vault.

LITTLE ROCK, ARK.—New washing equipment has been installed at Burroughs Laundry and Cleaners.

ATLANTA, GA.—At the December 21 meeting of the Laundry and Dry Cleaners Club of Greater Atlanta, Inc., the following officers and directors were elected to serve during 1951: president, Allan Johnson, Best Laundry and Dry Cleaners, East Point; vice-president, R. M. Vandegriff, Superior Laundry; and treasurer, E. G. McDowell, McDowell Cleaners.

Directors are H. A. Spencer, Chesterfield Laundries; John Alcorn, Lullaby Diaper Service; Hugh Bullock, Lakewood Cleaners and Laundry; William S. Erwood, Atlanta Laundries, Inc.; Joe May, Joe May Cleaners and Laundry; Clifford

E. Morgan, Morgan Cleaners and Laundry, Decatur; E. E. Rice, Piedmont Cleaners; and Sam A. Wix, Ideal Laundry and Cleaners.

LAKE CITY, FLA.—J. L. Parrish, Jr., Lake City Laundry executive, has been elected president of the Columbia County Chamber of Commerce.

INVERNESS, FLA.—Mr. and Mrs. Lomon W. Harrison have sold the Citrus Steam Laundry to Mr. and Mrs. N. H. Boswell, Jr.



KEENE, N. H.—The Monadnock Laundry has been sold at auction.

GLENS FALLS, N. Y.—The G & V Laundry won the 1950 State Insurance Board award for safety.

PHILADELPHIA, PA.—A two-story office building and a two-story laundry have been purchased by the Eureka Laundry, Inc., from Abraham Richman and others.

NEW HAVEN, CONN.—The Laundry Council of the New Haven Chamber of Commerce has elected the following officers for 1950-51: Edward McGuinness, president; Herman Moss, first vice-president; Vincent Cusano, second vice-president; William Sasso, treasurer; Frank Comeau, Jr., secretary; and Lawrence Harvey, executive secretary.

At the time of the meeting, the group pledged their support and cooperation to the New Haven Cancer Society.

CONCORD, N. H.—The following officers were elected at a recent meeting of the New Hampshire Laundry Owners' Association: president, Robert W. Morin, Sr., Manchester; vice-president, Richard Libby, Wolfeboro; and secretary-treasurer, Kenneth Davis, Claremont.

Directors are: Kenneth Brown, Milford; Richard Bussiere, East Jaffrey; Robert Lewis, White River Junction; Harold McBurney, North Conway; Hollis Richardson, Franklin; and Fred Varney, Dover.

(Continued on page 52)

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(Continued from page 50)

NEWARK, N. J.—At a meeting held on December 13, members of the North Jersey Institutional Laundry Managers Association elected the following officers for the coming year: president, George B. McVicar, Monmouth Memorial Hospital, Long Branch; vice-president, Manual Cabral, Robert Treat Hotel, Newark; treasurer, Edward J. Barrett, Newark City Hospital, Newark; and secretary, Mildred L. Burt, Mountainside Hospital, Montclair.

The group's annual banquet is to be held on February 11.

BROOKLYN, N. Y.—A bandit robbed the Ho Yee Laundry, Inc., of between \$1,200 and \$1,800 on December 23.

NYACK, N. Y.—A fire on December 4 destroyed the Up-to-Date Laundry, owned by Mrs. William Mulholland. The plant was one of the largest and oldest in Rockland County.

SPRINGFIELD, MASS.—The estate of the late Leo Kaufman has sold the Old Scott Laundry to Julius R. Siegel and George M. Siegel for \$75,000.

TRENTON, N. J.—Miss Rose McIntyre was recently honored by the Blakely Laundry for 50 years of service to that firm.

PORT JERVIS, N. Y.—Sale of the Delaware Valley Laundry and Dry Cleaners to Herbert Schliefer of New York City was recently announced by Edwin T. Laidley, owner of the firm for the past 18 years. It will now operate as the Delaware Launderers and Cleaners, Inc.

PITTSBURGH, PA.—Saul Brown has filed a petition to operate a firm known as the Snowite Laundry Co. at 820 Federal Street.



RAYMOND WASH.—Harley Webber of South Bend has been issued a permit to repair and remodel a building for the purpose of installing a laundry. The new plant will be situated on Duryea Street.

ABERDEEN, WASH.—Aberdeen and Hoquiam laundries have announced a unanimous increase in laundry prices necessitated by increased labor and supply costs.

CASPER, WYO.—The Mountain States Industrial Laundry, a new firm, has leased about half of the building formerly occupied by the Caspar Brewing Co.



CHICAGO, ILL.—Fire of undetermined origin caused damage estimated at \$20,000 in the Universal Laundry.

ZANESVILLE, OHIO—A new brick office building has been completed and occupied by the Eclipse Laundry and Dry Cleaning Company. Included are four executive offices, a call office, and an office for bookkeeping records. Completion of the building marks the firm's 44th year of service to the community.

KANSAS CITY, MO.—The Central Laundry and Linen Supply Company has modernized and enlarged its facilities to include a drycleaning department. The firm name has been changed to the Central Laundry and Dry Cleaning Company.

KNOX, IND.—F. H. Bradley has taken over as manager of the City Steam Laundry.

MADISON, IND.—The Krue Laundry & Rug Cleaners have installed a disinfection unit for disinfecting second-hand clothing, bedding, and furniture.

BARRINGTON, ILL.—The Barrington Laundry celebrated its 55th anniversary on December 13. Founded by J. F. Gieske in 1894, the firm is now owned and managed by Edward Gieske.

CHICAGO, ILL.—The Progress Laundry suffered a loss of \$6,000 when five bandits overpowered the watchman and looted the plant's safe.

CHEROKEE, IOWA—Frank Williams, owner of the Ideal Laundry and Dry Cleaning Company, has announced the addition of a drycleaning department.

ROCKFORD, ILL.—A serious fire recently damaged the Rockford Nu-Way laundry, 1011 Kilburn Avenue.

PLAINFIELD, ILL.—Members of the Plainfield unit of the Home Bureau recently toured the facilities of the American Institute of Laundering.

WARRENSBURG, MO.—Thomas Dunham has announced the sale of the City Steam Laundry to Howard W. Foster. The sale marks the end of a half-century of Dunham management.

ST. LOUIS, MO.—The Acme Laundry & Dry Cleaning Co. is remodeling and modernizing its building at 4525 Delmar Boulevard.

ROCKFORD, ILL.—The Ace Laundry has added a new drycleaning service, and the business will now be operated under the name of the Ace Laundry and Dry Cleaning Company. The proprietors are I. E. Wernick and John Strom, and Arthur Richardson is supervisor of the drycleaning department.

ST. JOSEPH, MO.—A modern laundry is being installed at the Hotel Robidoux. The plant will cost between \$30,000 and \$35,000.

DECATUR, ILL.—Schudel's Laundry recently celebrated its 40th anniversary. Fred Schudel, son of one of the original owners, now manages the plant.

LEBANON, OHIO—Burglars recently blasted open the safe at the Soft Water Laundry and escaped with \$1,000 in cash and checks.

GLENCOE, ILL.—C. E. McAlvey, manager of the Glencoe office of the Nelson Laundry and Dry Cleaning System, recently celebrated his 22nd year in that position.

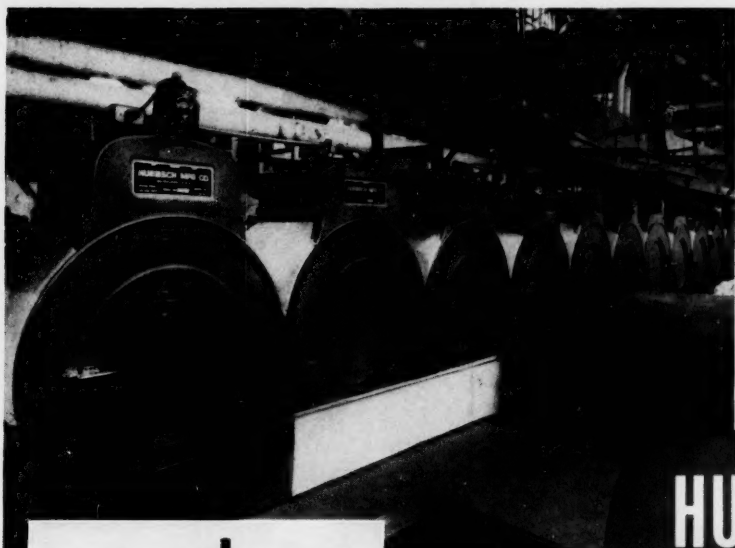
CHICAGO, ILL.—New officers and directors of the Illinois Laundry Association for 1951 are: president, Charles F. Beck, Illinois Laundry, Ottawa; vice-president, Richard H. Yohe, Quality Laundry & Cleaners, Salem; treasurer, N. C. J. Christiansen, Central Laundry Co., Chicago; and secretary, Harry J. Millard, White Line Laundry, Champaign.

Directors are Charles F. Beck; Richard H. Yohe; J. G. Shaw, Thebest Laundry and Cleaning Co., Chicago; "K" Ward, Model-Paris Laundry, Bloomington; Meyer Reizman, Progress Laundry Co., Chicago; F. G. Shinnill, Arcade Laundry, Sterling; J. Walter Nelson, Nelson Brothers Laundry Co., Evanston; R. J. Holford, Weems Laundry Co., Quincy; and Samuel Levitz, Great Western Laundry Co., Chicago.

LAKE MILLS, IOWA—The Forest City Laundry is opening an office here.

ROCK FALLS, ILL.—The board of education has voted to spend \$2,500 for laundry equipment to launder towels and other articles for the physical education and athletic departments of the local high school.

CHICAGO, ILL.—Charles L. Arensten, Lake City Laundry Company, is serving on the local campaign committee of the Illinois Chapter of the Arthritis and Rheumatism Foundation, a national non-profit organization of prominent physicians and laymen enlisted to conquer rheumatic disease.



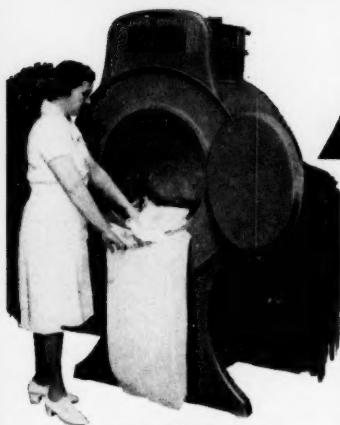
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OUTSTANDING
laundries
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SPACE-SAVING INSTALLATION!

A total of 32 Huebsch Tumblers swiftly handles the drying operations at Adelman's, Milwaukee, Wis., one of America's most modern and progressive laundries and dry cleaners. Above is partial view of 11 of 17 Huebsch Tumblers lined up in production row.

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FOUR SIZES:

36" x 18" 36" x 30"
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Huebsch Open-End Tumblers must be good . . . more than 70,000 are now in daily use, more than all other makes combined! Everywhere, Huebsch proved performance . . . plus Huebsch well-known acceptance . . . makes Huebsch the *wanted* tumbler.

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- **Faster Drying** at Lower Cost.
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LEADING LAUNDRIES!

WHITEHOUSE *BLUE STREAK Nets*

Blue Streak nylon nets are tops with laundries all over the nation, who have learned from experience the advantages that these nets offer them.



Longer-lasting *Blue Streak* nets were originally designed specifically for laundry application. They were carefully tested for many months in the laboratory before they were commercially released. And since their introduction to the laundry industry more than three years ago, they have enjoyed a steadily increasing popularity.

Blue Streak sales are at a new high. More laundries than ever are convinced that these heavy-filament nylon nets save on supplies, on water, on power costs, on labor, by permitting bigger *pay* loads in the washwheel.

For more information on these fine nets, on Kempro cover cloth, nylon flannels, and other Whitehouse products made specifically for the laundry field, write to Whitehouse Products, Inc., 360 Furman Street, Brooklyn 2, N. Y.

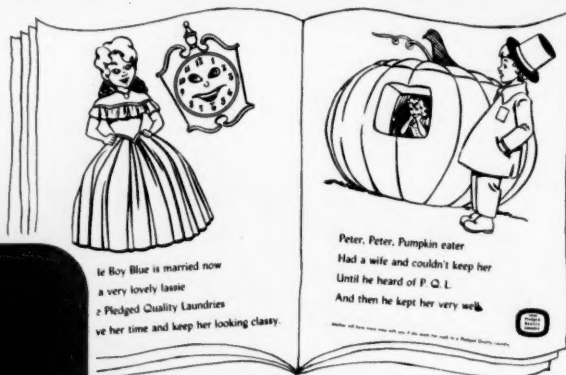
WHITEHOUSE PRODUCTS, INC.

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Two of the pages in the color book showing drawings and the sales-slanted nursery rhymes

By PHIL GREENE



ks Used in Successful TV Campaign

WHEN the Pledged Quality Laundries, a group within the Laundry-Dry Cleaning Association of the District of Columbia, decided to concentrate their joint advertising on a television campaign in the fall of 1949, they didn't know exactly what they were getting into. Television, at that time, was something of a novelty in the area. Its possibilities were enthusiastically discussed, but its advertising potential had not been conclusively demonstrated.

Investigation carried out by the committee in charge of advertising disclosed that it would be possible to sponsor top-grade movies running from 1½ to two hours in length on Saturday nights at eight p.m. The cost at that time was not prohibitive.

To carry the group's advertising messages, six industry films were prepared locally to be shown at 1½ to 2½-minute intervals in the middle of the feature-length movies. In the short advertising films an attractive woman, seated at a desk, related the group's message, backing it up with scenes flashed on the screen of actual operations in a typical Pledged Quality Laundry plant.

In testing audience reaction to this type of program, it was suggested that viewers request copies of the programs. Wilmer H. Balderson, secretary of the group, reports that the response was very satisfactory.

As television increased in popularity, demands for national programs on the Saturday night interval increased, and the scheduled series of films could not be continued. The advertising committee overcame this obstacle by developing five more films, at a cost of about \$400 each, to be run as one-minute spot announcements between the most popular national programs. The cost of the spot intervals runs from \$55 to \$80 for each spot, depending on the time of day and program selected.

Three of the five one-minute spot films use well-known, time-tested approaches. The first accents the time saving benefits of using a Pledged Quality Laundry by opening with: "This is a picture of a smart woman doing her laundry! Amazing, but true. No more wasted time and energy for her. She's enjoying life. This housewife sends all her laundry to a Pledged Quality Laundry where she knows it will return laundered to perfection.

Do you realize how much time it takes to do your weekly wash? There's the washing . . . the drying . . . and ironing . . . and finally you're finished . . . and you're dead tired! . . ."

The second film stresses the quality of the group's shirt finishing, emphasizing the "extra attention so necessary for that 'quality look'." The third is calculated to make every woman who does her own laundry nauseous at the very thought. "Don't let your laundry haunt you! Does the clock leer down at you as the hours tick by? Does ironing march by endlessly? Are you snowed under by your weekly wash, and have you thought of your laundry expenses. . ."

The fourth and fifth films, however, are unique in that the messages are carried in the form of nursery rhymes. In filming these rhymes, dolls and carved props were used to put over the ideas. The adaptations developed may not be great poetry, but they do sell laundry service. The fourth goes as follows:

**Mistress Mary quite contrary does her wash by hand
She looks so dreary when she's through, she can't even land a man.**

**Now Little Miss Muffet sits on a tuffet, free as the light spring
air
She has Pledged Quality do the job, with plenty of time to spare.**

**Little Bo Peep has torn her sheet and now is shedding tears
She doesn't know about P.Q.L., the best laundry service in years.**

**Little Miss Horner sits in a corner, enjoying a carefree life
She sends her wash to a P.Q.L., and now she's a smart little wife.**

**Little Boy Blue is married now to a very lovely lassie
The Pledged Quality Laundries save her time and keep her looking classy.**

**The moral of our little tale isn't hard to see
For laundry service at its best, just call Pledged Quality.**

The fifth starts off with a reference to the woman who lived in a shoe (an ideal prospective customer if there ever was one) and then proceeds to explain how a bluebird tipped her off to Pledged Quality Service, and

**Now she's happy, sparkling and pleased
With time on her hands, she's free as a breeze.**

(Continued on page 58)

cut down on rising cover costs
with **THERMOTEX!**

Thermotex—the cover cloth covered with glory—has been proved most economical—because it outwears any other cover cloth on the market. There are happy, money-saving results when you consider performance, too! With Thermotex, there's no bothersome sticking from starch accumulation, no shrinkage, no scorching. But there is smooth, even finish to all pressing jobs. Get long, dependable, safe, economical service with Thermotex!

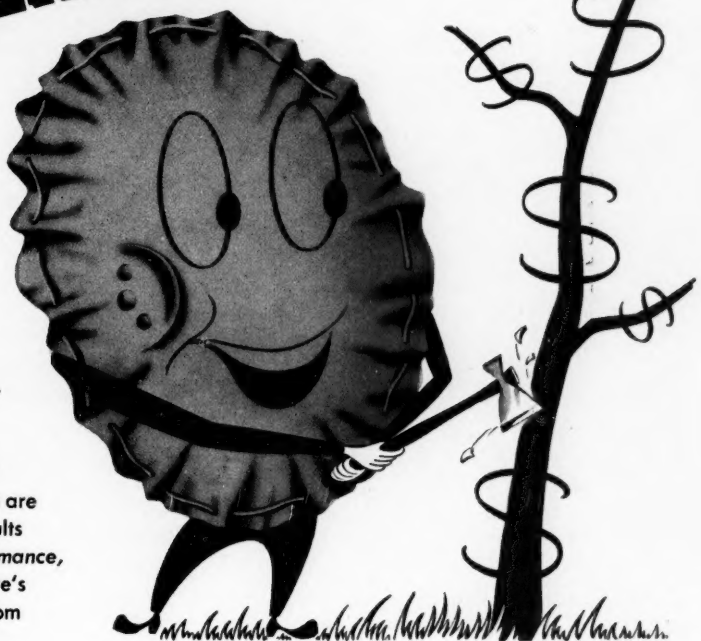
Here are some of the amazing records made by Thermotex:

99½ hours on Tiltor Press, saved 4 wool covers

14 weeks on Sleeve Press, saved 13 wool covers

18 days on a Collar Press, saved 36 wool covers

Call on us for service as well as supplies. Our technicians will be glad to help. There's no charge, of course. Have you written for your copy of Betterway Washing Talks? You'll find it invaluable. **Write today!**



H. Kohnstamm & Co., Inc.

ESTABLISHED 1851

FOREMOST MANUFACTURER AND DISTRIBUTOR



OF QUALITY LAUNDRY AND CLEANING SUPPLIES

(Continued from page 56)

Once the second series of films was well under way, the member plants decided that it was time to again determine the audience they were reaching. In the middle of October, 1950, they withdrew the films and in their place offered a child's color book free of charge. If they had ever doubted the value of their television advertising, those doubts were dispelled by the avalanche of requests which poured in. In seven weeks they received over 5,000 requests for a total in excess of 10,000 books.

The color books feature such well-known nursery characters as Mistress Mary, Humpty Dumpty, Old King Cole, Curly Locks, and some 12 others. On each page appears a four-line verse similar to or the same as the stanzas of the rhyme used in the fourth film. Above the verse is a drawing of the character for a

child to color. The inside covers are used for "bedtime" and "rainy day" stories about Snow White, the Three Bears, the Three Little Pigs, and Little Red Riding Hood, each rewritten to include a solid plug for the Pledged Quality Laundries.

Although the color books distributed through the program announcements carry the names of all the Pledged Quality Laundries on the back cover, the plants tied their individual campaigns into the group effort by ordering several thousand color books with their own names printed on the back. These "personalized" books are used as door openers and are distributed in schools, hospitals, etc.

The Washington laundryowners believe that their TV campaign is well worth its cost. And the color books have made "Pledged Quality" a household word in thousands of homes. What more can anyone ask? ●

ANNUAL INDEX

Readers' Guide to 1950 STARCHROOM Articles Listed by Classification and Article Titles

This annual index lists and cross-references the articles and notices which appeared in STARCHROOM during 1950.

To increase the index's usefulness, a new heading, listing all of Lou Bellew's "Rhapsody" items for the year has been added.

ACCOUNTING

	Issue	Page
Cost Control Through Budgeting and Standard Costs	Dec.	22
Profit Control Through a Permanent Cost System	Dec.	23

ASSOCIATIONS

Allied Trades

Annual LCATA Convention	June	26
Association Officers Honored, LCATA & LDMMA	Dec.	91
LCATA Breakfast	Nov.	50
LCATA Convention Committees	Apr.	89

National

All American Conference at Colorado Springs	Aug.	42
AIL Announces 1950 Convention Plans	Apr.	71
AIL Appoints Onorati	Jan.	56
AIL Approves Entire Zipper Line	Aug.	35
AIL at Boston	Oct.	9
AIL Bulletins and Special Reports	Sept.	95
AIL Committees Announced	Oct.	72
AIL Convention Program (pullout)	Sept.	97
AIL Director Elections	Mar.	88
AIL Directors Hold Annual Meeting	Aug.	64
AIL Directors Named	July	52
AIL Field Conference	Jan.	56
AIL Field Management Conference	Mar.	30
AIL Laundry Completes Modernization	Mar.	38
AIL Operating Cost Percentages for 1949	Oct.	72
AIL Preliminary Reports Show Slight Profit Increase for 1949	May	72
AIL School Graduates	Jan.	79
AIL School of Laundry Management West Coast Conference	Oct.	68
AIL Young Men's Conference a Great Success	Apr.	11
Baby Institute Seal Awarded	Mar.	54
Diaper Group Meets in New York	Jan.	28
DSIA Men in New York	Nov.	40
DSIA Plans for Chicago Meeting	Feb.	77
Diaper Service Institute of America (5th annual conv.)	Apr.	36
Linen Suppliers Honored	Nov.	50
Linen Supply Fellowship	Oct.	70
Linen Supply Membership Up	July	52
Linen Supply New Sergeant-at-arms	Jan.	60

	Issue	Page
Linen Supply Services (monthly bulletins) ..	Jan.	60
Linen Supply Special Conservation Committees	Jan.	60
Linen Supply Meeting (38th annual convention)	June	32
London Exhibition	May	54
NAILM Hold 11th Annual Convention	Nov.	38
National Cotton Council Consumption of Materials	June	80
NICD 41st Annual Convention	Apr.	48
NICD Courses	Aug.	56
NICD School Schedule for 1950	Jan.	70
NIDS New Officers	Nov.	50
Sherrill Represents DSIA at British Exhibition	Nov.	71

State and Local Groups

Bay Staters Meet at Boston (Mass. Laundryowners' Assoc. 39th annual meeting)	Apr.	38
California Meet	July	45
Chicago Laundryowners Association	Aug.	40
Convention at Hot Springs (Md., D. of Col. & Va.)	July	42
Convention in Dallas (Texas Ldy. & D. C. Assoc. & Okla. Laundryowners Assoc.)	Apr.	26
Florida Convenes	July	40
Four State Convention at Milwaukee (No. Dak., So. Dak., Minn. & Wis.)	July	36
Four State Convention in Des Moines (Missouri, Kansas, Iowa & Nebraska)	May	77
Four States Meet in Detroit (Ohio, Indiana, Illinois & Michigan—2nd annual convention)	June	50
Georgia Meeting Well Attended	May	75
Georgia's Second District Meets	Aug.	74
Hartford Host to Connecticut Laundryowners	June	40
Idaho Meets at McCall (31st annual convention)	June	44
Inter-Borough Laundry Board of Trade	July	45
Kentucky Convenes	Oct.	46
Laundry Exhibit (Laundry Board of Trade of Philadelphia)	June	81
Louisiana Annual Convention	Feb.	52
Massachusetts Holds Testimonial	Mar.	54
Mississippi Convention (5th annual convention)	Jan.	24
Montana Convenes	June	42
Mountain Group Convenes	May	74
New Executive Secretary (Greater Little Rock Laundry & Cleaners Club)	Aug.	73
New General Manager for C.R.I.	Oct.	69

(Continued on page 60)

Look at this record of
**"MAN-HOUR
 PRODUCTION"**

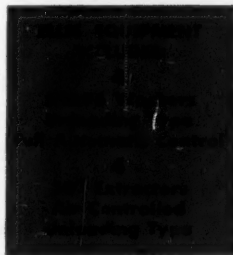
ELLIS *Full Automatic*
UNLOADING TYPE WASHERS



AMERICAN LINEN'S Chicago Plant provides an outstanding example of modern production methods. New high records are being made in daily output and operating economies by the use of ELLIS Automatic Equipment.

Just note these figures:—Each of the big 54x96 Unloading Type Washers handles 30 to 34 loads of 800 to 1000 lb. per eight-hour day. This averages more than 820 pounds per man per operator-hour with much easier work for the men because of full automatic control.

These machines are paying for themselves in extra economies of maintenance alone. Two more of the 54x108 Unloading Type Washers are on order. Ask for details of ELLIS time-saving equipment.



The ELLIS DRIER Co.
 2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

(Continued from page 58)

	Issue	Page		Issue	Page
New Jersey Elects Officers	May	76	CUSTOMER RELATIONS		
New Jersey Hospital Laundry Managers Hold Meeting in Newark	July	58	Ask Your Neighbor	Oct.	22
New York State Fall Meeting	Oct.	48	Balancing the Incoming Flow	July	24
New York Stresses Sales	June	35	Drycleaning Booklet (NICD)	June	40
North Carolina Convention—43rd	Mar.	40	Laundry Ticket for Cleaning Credit	July	60
Northwest's 25th Convention	June	46	Personalized Calendars	Aug.	9
Oregon Convention (28th annual convention)	June	42	Prather's Confesses	Dec.	9
Pennsylvania at Atlantic City (42nd annual meeting)	June	36	DELIVERY		
Southerners Meet at Memphis (Ala., Ark., La., Miss., & Tenn.) 41st annual meeting	July	40	Loading a Truck in 10 Minutes	Aug.	14
Southern Four-State Convention (Laundry & Cleaning Assoc. of the Carolinas, Georgia & Florida)—43rd annual convention	May	74	The MacIntosh Conference	Jan.	9
Tri-State Group Holds Speechless Conven- tion (Md., D. of Col., Va.)	Jan.	24	DIAPER SERVICE		
Virginia Meets at Roanoke—7th annual con- vention	Oct.	46	Automatic Records Speed Work	Dec.	12
West Virginia Meets—33rd annual convention	June	50	Loading a Truck in 10 Minutes	Aug.	14
			Saves Five Operators	Aug.	18
ASSEMBLY			DIRECT MAIL (See Sales-Promotion)		
Assembly Step Saver	Dec.	60	Balancing the Incoming Flow	July	24
Pin and Nets and Clip Re-Identification	Jan.	30	DRIVE-INS		
Sales Up, Costs Down	Mar.	14	Bachelor Branch	May	16
CLAIMS			Lucky Thirteen	Feb.	9
Marketing Without Listing	Feb.	74	New Cash-and-Carry for Miami Beach	Feb.	19
Sales Up, Costs Down	Mar.	14	Training the Riteway	Sept.	62
CONSTRUCTION			DRYCLEANING		
Bachelor Branch	May	16	Are the Peaks and Slumps of Drycleaning Sales Inevitable?	Oct.	50
Beauty Plus Utility	June	9	Drycleaning Quiz	Aug.	52
Laundry Hooks Anglers	Mar.	42	Drycleaning Data	Sept.	89
Lucky Thirteen	Feb.	9	Dyeing Information	Mar.	66
New Cash-and-Carry for Miami Beach	Feb.	19	Homemaking Hints (radio)	Oct.	54
COSTS			How to Use Space	Aug.	44
Basic Account Classification Adopted	Aug.	58	Laundry Ticket for Cleaning Credit	July	60
Break-even Charts	Sept.	96	MacIntosh Drycleaning Contest	Jan.	62
Cost Control Through Budgeting & Stand- ard Costs	Dec.	22	New Department Increases Sales	Nov.	52
Institutional Laundry Cost Form	Nov.	70	Notes from Norris	Dec.	54
Operating Cost Percentages for 1949	Oct.	72	Off-Season Sale	July	64
Preliminary Reports Show Slight Profit In- crease for 1949	May	72	Off the Floor	June	60
Profit Control Through a Permanent Cost System	Dec.	23	Pulse of the Plant	Feb.	56
Sales Up, Costs Down	Mar.	14	Successful Selling Slants	Mar.	58
Where Are Your Costs?	May	56	Where Are Your Costs?	May	56
CUSTOMER CONTROL			EDITORIAL		
A Route—Not a Rut	Sept.	58	Convention Dates	June	4
Ideas in Action	Feb.	22	Customer Relations Program	May	10
Loading a Truck in 10 Minutes	Aug.	14	Election Year	Mar.	10
			How Things Look From Here	Jan.	6
			It's Time to Review	July	8
			Keep the Customer Sold	Feb.	6
			Laundry Prices	Oct.	6
			Management Knowledge	Mar.	10
			More Sales Still Needed	Nov.	10
			Moving Markets	July	8
			Pricing Affects Sales	Jan.	6
			Sales Down—Profits Up?	Apr.	8
			Stimulant for Management	Apr.	8
			Summertime	June	4
			The Second Young Men's Conference	Nov.	10
			Two Orders to Watch For	Oct.	6
			Unfair Competition	Feb.	6
			Volume Follows Sales Leadership	May	10
			We All Pay for Grabbing	Aug.	6
			Your Turn to Guess	Aug.	6



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EMPLOYEE RELATIONS

A.I.L. Program at Holland	Sept.	36
A Route—Not a Rut	Sept.	58
Bring the "Missus"	Sept.	56
43 Employees Do Work of 76	July	12
Indianapolis Laundries & Unions	Mar.	24
Incentives at Work	Feb.	54
Job Descriptions for Employee Training	Jan.	14
Linen Supply Association Services—Month- ly bulletins	Jan.	60
Lunch and Refreshment Experiments	Aug.	72
Pilgrim's Plan for the New Routeman	Sept.	49
Retail Store Education	Nov.	13

(Continued on page 62)

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39 years	Maple Street Laundry	Fall River, Mass.	30 years	White's Laundry & Drycleaners	Newport, R. I.
21 years	City Cleaner & Launderers	Fitchburg, Mass.	23 years	Colonial Laundries	Pawtucket, R. I.
40 years	Highland Laundry Co.	Holyoke, Mass.	20 years	Loutitt Laundry Co.	Providence, R. I.
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* Verbatim comments from report of Ross Federal Research Corporation's survey of reading preferences of laundry executives.

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(Continued from page 60)

	Issue	Page
Routemen's Monthly Contest.....	Aug.	30
Routeman Training at the Model.....	Sept.	42
Sales Training at Manhattan.....	Sept.	54
Successful Selling Slants.....	Mar.	58
Team System.....	Sept.	45
Training and Advertising Are Partners.....	Sept.	39
Training the Riteway.....	Sept.	62
Up-to-Date Training.....	Sept.	51

ENGINEERING

Air Pollution Control Means Boiler Room Savings.....	Oct.	64
Automatic Water Level Control.....	Dec.	66
Boiler Soot Means Wasted Heat.....	Nov.	64
Cascade Laundry Makes Diesels Pay.....	May	64
Comparing Electricity Costs.....	Aug.	60
Direct to Boiler Condensate Return.....	July	68
Dry Steam vs. Wet Steam.....	June	72
Finishing Room Temperatures.....	Oct.	62
Finishing Room Ventilation.....	Feb.	66
Fresh Air in the Finishing Room.....	Aug.	62
Heat Balance Is Important.....	Nov.	67
Heat Reclaimer Savings.....	Jan.	72
Licking Lint.....	Dec.	76
Maintenance Tips.....	Sept.	81
New Boiler Benefits.....	Feb.	68
Power Plant.....	Sept.	83
Small Improvements for Big Savings.....	Dec.	70
Small Savings.....	May	67
Water Supply.....	Sept.	75
What to Do About Coal Problems—Part I.....	Mar.	70
What to Do About Coal Problems—Part II.....	Apr.	60

FABRICS

Chlorine Retention by Resin-Treated Fabrics.....	Nov.	72
Commercial Standards.....	Nov.	74
New Synthetic Fiber "Orlon".....	Feb.	50
Seam Puckering Under Study.....	Nov.	72
Standards for Rayons.....	Aug.	73
Tests on Colored Fabrics.....	June	76

FINISHING

Finishing Data.....	Sept.	70
43 Employees Do Work of 76.....	July	12
How to Use Space.....	Aug.	44
Increased Flatwork Finishing.....	Dec.	16
Pulse of the Plant (record system).....	Feb.	56
Successful Selling Slants.....	Mar.	58
Wearing Apparel Express-ly.....	July	18

FLATWORK

Flatwork Standards.....	Sept.	73
Increased Flatwork Finishing.....	Dec.	16
More Flatwork—Less Personnel.....	Oct.	16

GADGETS AND GIMMICKS

Door Mechanism.....	Jan.	78
French Cuff Device Aids Alignment.....	Jan.	78
Laundry Hooks Anglers.....	Mar.	42
Shaping Hangers for Trousers.....	Aug.	52
Slick Rail Hanger.....	June	68
Valve Opener.....	Nov.	71
Wearing Apparel Express-ly.....	July	18

GENERAL

Commercial Standards.....	Nov.	74
Economic Atlas Gives Market Data.....	Aug.	69
Essentiality Report.....	Oct.	48
Fire Insurance Is Not Enough.....	Apr.	90
Information Wanted (J. Herman Bell).....	Jan.	79
Information Wanted (Re: Rex O. Risley).....	July	58
New Englanders Visit A.I.L.....	Dec.	62
Ross Federal Readership Survey.....	Sept.	199
Standards for Reservists.....	Oct.	60
"The Laundry Industry" (Book review).....	Aug.	72

HOUSEHOLD

Pillow Cleaning Volume Boosted.....	Aug.	74
Successful Selling Slants.....	Mar.	58

IDENTIFICATION

Cleaning Identification Works in Laundry.....	Aug.	10
43 Employees Do Work of 76.....	July	12
How to Use Space.....	Aug.	44
Ideas in Action.....	Feb.	22
Identification Production Standards.....	Sept.	72
Increased Flatwork Finishing.....	Dec.	16
Loading a Truck in 10 Minutes.....	Aug.	14
Marking Without Listing.....	Feb.	74
Notes from Norris.....	Dec.	54
Pin and Nets and Clip Re-Identification.....	Jan.	30
Popular Finish.....	Apr.	20
Sales Up, Costs Down.....	Mar.	14
Stub Identification.....	Oct.	35

INCENTIVES

43 Employees Do Work of 76.....	July	12
Incentives at Work.....	Feb.	54
Off-Season Sale.....	July	64
Routemen's Monthly Contest.....	Aug.	30
Serving Miami's Particular People.....	Aug.	70
Successful Selling Slants.....	Mar.	58

INSPECTION

Assembly Step Saver.....	Dec.	60
New Department Increases Sales.....	Nov.	52
Wearing Apparel Express-ly.....	July	18

LAYOUT

A.I.L. Laundry Completes Modernization.....	Mar.	38
How to Use Space.....	Aug.	44
Laundry Hooks Anglers.....	Mar.	42
More Flatwork—Less Personnel.....	Oct.	16

LEGISLATION

Draft Deferment Procedure.....	Nov.	48
Indianapolis' Laundries & Unions.....	Mar.	24
Social Security Act Amendments.....	Nov.	48
Standards for Reservists.....	Oct.	60
Washington Developments.....	Nov.	16

LINEN SUPPLY

Checking Fungus Growth.....	July	52
Household Linens for Rent.....	May	14

(Continued on page 75)

LAUNDRY BUSINESS TRENDS**New York**

Nov. 25—1.2% <u>more</u> than last year
Dec. 2—3.3% <u>less</u> than last year
Dec. 9—0.4% <u>less</u> than last year
Dec. 16—1.8% <u>more</u> than last year

M. R. Weiser & Co., New York

New Jersey

No comparison available due to strike last year

SoutheastNov.—10.0% more than last year

J. R. Wilson & Co., Atlanta

New England

Nov. 25—7.3% <u>more</u> than last year
Dec. 2—7.4% <u>more</u> than last year
Dec. 9—3.4% <u>more</u> than last year
Dec. 16—5.5% <u>more</u> than last year

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**System Provides Automatic Check on
Assembly Reel; Uses Coded Invoices**

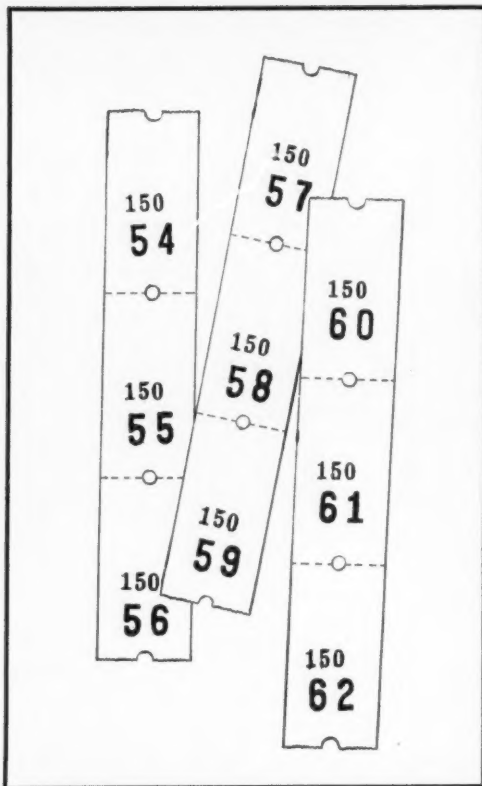
By JOHN J. DUNN

ONE afternoon recently we spent several hours watching the identification operator in the drycleaning department of the New England Laundry, Springfield, Massachusetts. As she opened a bundle, we saw her punch a couple of numbers on an electric calculating machine. She inserted each piece under a stapling device and tagged it with a colored paper marker. At one point, when she came to a sunburst-pleated skirt, she paused briefly and glanced at a large chart on the wall. Then she clicked the keys of the calculator and went on with the marking.

"This particular girl has only been on the system for about two weeks," Jim Mackechnie pointed out, "and we're not sure what kind of production we can get from her. Anyhow, production figures are always dependent on a lot of local conditions. But if you want to take a spot check, you may get some idea of the output under our system."

We watched and we timed. We saw the operator record, price and mark 12 pieces in 5 minutes. During a longer interval we timed 25 pieces in 12 minutes. On this basis we estimated the marker's production at better than 120 pieces per operator hour. And she didn't appear to be pushing herself at an abnormal pace.

What we observed at the Springfield plant was a



Sample of tags that identify pieces passing through the plant. Note small number (150) designating lot is same; piece numbers (60-61) rise in sequence

brand new invoicing and marking system worked out by the James G. Mackechnies, father and son, of the New England Laundries of Springfield and Boston.

The complete system actually consists of two major advancements: first, a premarked identification system which permits automatic checking on the assembly reel; second, a coded invoicing system which allows the marker to describe and price any garment by punching the appropriate keys on a calculating machine. At New England both of these factors work closely together. Each, however, may be employed independently of the other. In viewing the Mackechnie installation, let's consider the marking system first and pick up the invoicing procedure later.

Basically the identification depends upon a series of

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Apply to stained area from dasher bottle. Tamp with spotting brush. Flush area with solvent.

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With this method the feathering out is done in the washer instead of on the spotting board, and there is no remaining trace of discoloration, sizing rings or odor. Write for complete information on pre-spotting with Stock M of Cyclo.



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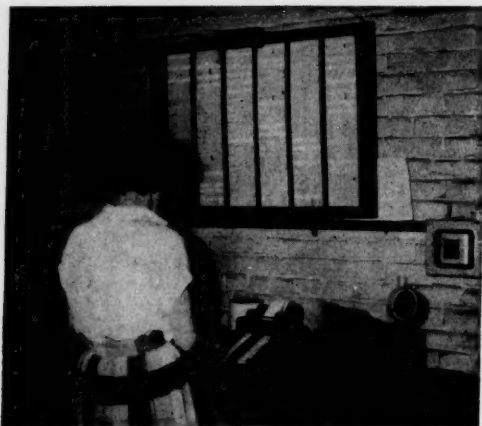
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Code number of piece is printed by marker who uses an electric calculating machine. Note master code chart on wall in front of marker



By pressing two contacts with her thumbs, operator staples identification tag to garment. Marked pieces are placed in bin at right

prenumbered tags on a roll. A single roll consists of tags in 10 different colors: green, gray, lavender, pink, yellow, green stripe, gray stripe, purple stripe, pink stripe and yellow stripe. In each color there are 100 tags numbered in sequence 0 through 99. In addition, each 100

tags of a particular color in any roll carry a number which designates the lot.

The sequence of the 10 colors is the same on all the rolls; however, the series lot numbers will progress. For example, the first 100 tags on a roll will be green and may carry the lot number 100 and begin with piece number 0. The next 100 tags on the roll will be gray with the lot number 101 and piece numbers again 0 through 99. And so forth through the final yellow-striped ticket, which in this case would have the lot number 109 and a piece number 99. The next roll would start with lot number 110 on green and go through the color series on that roll. The final yellow-stripe series would be lot number 119. The piece numbers would be in normal sequence 0 through 99 within each lot.

Since any 10 lot numbers are equal to 1,000 tags, employment of series 100 through 599 would produce 50 rolls, or 50,000 tags. That is, the plant can process 50,000 pieces before any garment will again carry a combination lot and piece number which was used previously. The stapling machine at the Springfield plant carries a roll of 1,000 tags but if desirable the device could take a roll of 5,000. In this case the sequence of colors would remain unchanged but the lot numbers would run, for example, 100 through 149.

The Mackechnie lot is made up of 100 pieces. As the bundles are broken, the pieces are stapled with a tag in sequence with no break for the individual orders within the lot. As each piece comes through, the marker inserts it under the stapler, presses a contact, and the tag is attached to the garment, in a regularly set part of the garment. The next tag in sequence is automatically moved up into position for the following piece. When the hundredth piece is tagged, the color changes and a new lot begins.

Like most lot systems, the cleaning room combines or subdivides lots to make up suitable loads for the wheel. Each lot is re-assembled before spotting. With 10 colors passing through the plant in sequence, most production employees pay no attention to the lot number on the tags but assign priority only according to color.

The value of having exactly 100 pieces in every lot becomes most apparent when the lot reaches the final assembly section. As the work comes through, the assembly operator sorts each hanger on a reel with 100

GO BACK TICKET		
BUNDLE	COLOR	NUMBER
	Green	150 56
ARTICLE	Red dress	
DEPT.	FROM	TO
	Spotting	W.C.
CAUSE	Heavy stain	
DATE	INITIALS	
12/1/50	G.S.	

Go-back ticket used to keep track of garments which leave workflow

Here are just a few of the comments
from authorities about

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BY DAVID G. KAPLAN

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When lot is ready for assembly, tickets are piled on assembly table. Tickets are in sequence as they come from marking; no filing is needed



As the individual pieces move down the line for assembly, the operator notes the piece number on each tag before putting piece on reel

slots. If at the completion of the lot she finds any empty spaces on the reel, she knows that some piece is missing. By the same token, if she places any piece in the wrong slot the system tends to automatically correct itself, since another piece will come up which belongs in the occupied space. If the operator does have to go looking for a missing piece, the coded invoice will tell her exactly what she is looking for, as we will explain later.

It should be noted that the system not only brings together the pieces in an order, but it also assembles within the order the pieces which will be bagged together. For example, in assembling a man's suit the coat, vest and trousers will carry consecutive tag numbers. Consequently, they will appear in that order on the reel. The same would be true where a dress and belt are marked. There is no need to shuffle through the order to match the various pieces.

Incomplete orders are removed from the assembly reel and held on a special shortage rack. The tags are removed from the completed orders, which are bagged and prepared for delivery. The staples are of a special "hookless" design, easy on the garments and readily removed.

In case a lot is closed without its full complement of 100 pieces, checking is still possible at assembly. If a lot includes only 50 pieces, these numbers will be in sequence and the work will occupy one full side of the reel. In the same manner any subdivision of a lot may be assembled and checked out.

This general description of the Mackeechnie system is bound to bring up several questions. For example, how about wasted tags? Since the tags are prenumbered in sequence, wouldn't there be an empty slot on the reel if the marker inadvertently spoiled and discarded one of the tags? Actually, this is no particular problem because there is only a remote possibility of errors by the machine. One plant using the system for nine months reports not a single wasted tag. If an error does occur, the marker can make a note of the unused number and thus account for the empty slot on the reel.

What about orders for press only? While the Springfield plant has few pieces in this category, press-only

orders are marked in with a regular lot and passed directly to the finishing section. As with wasted tags, a note of the lot and piece number is made to allow release of the reel when the regular lot comes through.

What about go-backs? The Mackeechnies feel that any piece which is once delayed or sidetracked from the main flow of the work should from there on be handled separately from the lots that follow. A go-back ticket describing the article and its identification is prepared for any piece requiring special attention or reprocessing. The ticket is made out in duplicate; one copy goes directly to the assembly operator, while the second is attached to a hanger and moves along with the rest of the lot down to the assembly section. When that lot is assembled, the check-out girl has the empty hanger and ticket in a slot reserved for the delayed piece. The lot can be released except for the incomplete order which is held aside on the shortage rack.

What about a plant with more than one marker? If two identification operators are employed, five colors would be assigned to each operator. In the same manner the colors used may be varied so that the general system is fitted to any given volume.

How are belts and buttons handled? Tags are stapled to all belts and to the envelopes containing buttons removed before cleaning. Consequently, an order cannot be released until the belts and buttons are accounted for.

Additional Benefits

While the Mackeechnies point out that the marking and assembly system may be used independently, they emphasize the additional benefits contributed by their accompanying coded invoice and pricing setup. Before we begin an explanation of this phase of their operation, one strong note of caution should be sounded. *The system isn't as complicated as it appears at first sight.* In fact, we were in the plant with a visiting cleaner who was very enthusiastic about the marking and assembly features but hastily shrugged off the coding system as too complex for his taste.

To disprove this viewpoint we can only refer you to



Garments are assembled on reel by placing them in a slot machine for that piece number. Reel is divided into 10 sections of 10 spaces each



With lot complete on reel, operator moves pieces to bagging device, removes tags, glances at invoice to see how many pieces are in order

the plant's marking operator. The girl admitted she had wanted no part of the system before she started to work with it. After two weeks, however, she reports that it is much simpler, speedier and less tiring than the former procedure which required her to "write up" every order. To repeat, the system seems involved when you first see it at work, and we are especially afraid that it will seem even more so when we attempt to explain it in print.

The basis of the Mackechnie system is a price list cataloging every piece which might be expected to enter a cleaning plant. The pieces are listed alphabetically beginning with wearing apparel and are assigned a code number in sequence starting with 100. Household items are listed alphabetically following the wearing apparel without any break in the numbering.

For example, the first item reads as follows: "Blouse, plain, ladies' . . . 100 . . . 60¢; child's . . . 101 . . . 40¢; fancy, ladies' . . . 102 . . . \$1.00 up; child's . . . 103 . . . 75¢ up." The final item is: "Vanity—dressing table skirt, ruffled, large . . . 835 . . . \$2.00."

The numbers 0 through 9 indicate color or pattern of the garment or show some special process required. With these numbers, however their placement on the tape tells the story. In understanding how the code works it might be wise for the reader to refer to the accompanying example and explanation of a typical order. (You can be sure we're going to keep looking at it in writing about the code).

In speaking of code numbers generally the Mackechnies point out that probably 90 percent of all pieces moving through the average plant fall into a rather limited number of standard classifications. Consequently, they made no effort to ask the marker to memorize the code numbers. For all the common pieces, she easily learned the code numbers simply by using them constantly. For less common pieces, she selects the code number and the price from an alphabetical chart posted on the wall above the marking table. (Even if the marker had to refer to the chart on every piece, it is possible that selection of the code number would be quicker than writing out a description of the garment.)

In addition to the code numbers, the second important element in the Mackechnie system is a special calculating machine. This machine is unusual in that it prints numbers in three different sizes and leaves spaces rather than zeros between the numbers. For example, three large numbers can be printed on the left side of the tape; two small numbers at the center, and three medium-sized numbers at the right.

In general, the large numbers at the left indicate either the lot number for an order or the code number for a particular piece. The small numbers at the center designate the first tag number used for that order or describe the individual pieces. The medium-sized numbers at the right record the price.

Orders are sent to the identification department with a multiple-stub pickup ticket. The customer's name and address are written or addressographed on the ticket in the usual way. From this point, however, the description and pricing of the order is done by the marker on the calculating machine and the ticket becomes little more than a card to which the tape and its carbons are attached.

Typical Procedure

To show how the system works in practice, let's follow through a typical order as shown in the illustration on page 70. First of all in starting a new order, the operator clears the machine. The first number placed on the keyboard is the current lot, in this case 132. On the same line in small numbers at the right the marker records the first tag number used for this order. Here the tag number is 3.

She moves up the tape and on the next line records the code number for the first part of the order. This item is a man's 3-piece suit, indicated by 282. In the small numbers immediately to the right, she designates its color and pattern. The code number for gray is 5; therefore, a plain (0) gray suit would be 50. In the accompanying example the suit is a gray herringbone; consequently, the code number 55 is used. In other words, the first digit is color and the second pattern. In the medium-sized-number column at the right of the

* BREAKDOWN OF CODE ON TAPE			
132	3		Lot number being marked in
282	5 5	1.00	First tag number used for this order
2			Three-piece man's suit
3			Gray herringbone
160	8 4	1.00	Price on suit
34	6		Vest or second piece of multiple-piece order
32	1		Pants in multiple-piece order
180	2 0	.50	Woman's dress
102	5 2	1.25	White flowered pattern
			Price on dress
			Buttons removed
			Six buttons removed
			Belt removed
			One belt removed
			Wool bedjacket
			Plain blue
			Price on bedjacket
			Fancy blouse
			Gray circled pattern
			Price on blouse
			Total price
			Last tag number used on order
		3.75 *	
	1 0		

Sample coded tape for a typical order prepared at marking table. Identification of code numbers is at right

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same line the marker records the price, \$1.00.

Next the operator spaces up the machine and inserts a 2 under the first column. Following a three-piece-suit code number, a 2 in this spot always indicates the vest and a 3 below it designates the trousers. In the same manner, the code number for a set of drapes is 458. A 2 in the column below 458 would indicate the second drape in the order.

In handling a four-piece suit, three of the pieces are recorded in the same way as indicated above. The extra pair of pants is given its own code number and priced as a separate piece.

Referring back to the example illustrated, the next part of the order is a woman's dress indicated by the code number 160. The small number at the right is 8. As in the suit code, the 8 indicates white and the 4 denotes a flowered pattern. Again the price is recorded in the column at the far right.

The large numbers at the left may also indicate articles removed from the piece or coins or articles found in the pockets. The large 34 on the tape records the fact that buttons were removed. The small number at the right tells that six buttons were removed. The 32 and the small 1 indicate that one belt came in with the dress.

The next part of the order is a wool bedjacket, indicated by the code number 180. The small 20 tells that it is plain (0) blue (2) and the price in the right-hand column is 50 cents. The last item is a fancy blouse shown as 102. As before, the center column 5 denotes gray color and the 2 indicates a circled design. The price is recorded at the right as \$1.25.

Particular conditions in the garment may be indicated by small numbers in the center column just below a piece code number. For example, 1 indicates all buttons missing; 2 is two or more buttons missing;

3 is a hole; 4 an old stain, and so forth. In the accompanying illustration of an average order, however, none of these conditions was present.

After the last piece in the order is marked, the operator presses a key and the machine automatically totals the price of the invoice. Any discounts are also computed by the machine and the tape carries the net amount due from the customer. Here the price happens to be \$3.75.

Finally the operator records in the center column the last tag number used on the order, in this case 10. That is, the first tag in lot 132 used for this order was 3, which was placed on the man's suit coat. The 4 tag went on the vest, the 5 on the trousers, the 6 on the dress, the 7 on the buttons, the 8 on the belt, the 9 on the bedjacket and the 10 on the blouse. When the operator prepares the tape for the next order, the first numbers she will place on the machine will be lot 132 and tag number 11.

Tape Prepared in Triplicate

The coded tape is prepared in triplicate and one copy is stapled to each of the three sections of the pick-up ticket. One section of the ticket goes to the office, the second is the routeman's copy and the third is attached to the completed garment.

After marking, the order stubs for the lot are transferred to the assembly table. These invoices follow in the same sequence as the orders in the lot. Consequently, in checking out a reel, the operator merely glances at the first and last tag number recorded on each coded invoice. For instance, again referring to the illustrated example, a look at the first and last tag

number printed on the tape tells the operator that the pieces in the slots 3 through 10 are part of a single order.

If any pieces are missing, the code number tells what the piece is and describes it. If it is an unusual piece and the assembly girl doesn't recognize the number, a master chart similar to that in the marking section is provided at the assembly department.

Effectiveness of System

In gauging the effectiveness of the system devised by the Mackechnies a couple of facts should be emphasized. In a spot check the operator marked in at the rate of 120 pieces per operator hour. Her assembly production probably ranges above 100 pieces an hour. Formerly, when the marker wrote up each order and used another type of marking system, the plant had a full-time employee marking and another assembling. After two weeks with the system, this \$1,000-a-week department was using a single operator who handled both marking and assembly.

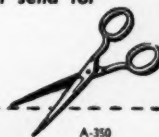
While production results at Springfield are pretty spectacular, the system was not designed originally for high output alone. A major advantage of the installation, the Mackechnies emphasize, is the fact that the elimination of writing and the general operation of the entire system tremendously improve accuracy. A direct result is increased customer satisfaction. As a case in point, they cite a \$2,000-a-week plant which has not mislaid a single belt in nine months under the system.

When we watched the operator marking and assembling at the New England Laundry, we had a hunch that we were seeing what might be a major advance in drycleaning operation. It's very possible. ●

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Engineering Section

OVERCOMING AIR POLLUTION

By J. G. BERGER, M.E., *Engineering Editor*

ALTHOUGH the subject of air pollution has been discussed in a recent issue of STARCHROOM, further discussion of the subject seems to be warranted by the return of the nation's economy to a mobilization basis. Many laundryowners will recall that the last war made it necessary to convert their boilers back to coal firing. This step may be required again, and with it the smoke nuisance will increase. Coal smoke pouring from the laundry's chimney is not likely to improve the plant's public relations, particularly in the immediate neighborhood. In addition, most cities are enforcing air pollution and sanitation ordinances, thereby forcing plantowners to save money and quit polluting the atmosphere with unburned fuel.

Coal-fired installations are not the only sources of air pollution. Fuel oil is quite clean and untroublesome when the oil burner is properly adjusted and the boiler is large enough to carry the load, but overloaded oil-fired boilers or poorly adjusted oil burners throw a spray of oily soot into the atmosphere that causes more damage to the surroundings than any coal particles. Oil soot smudges and penetrates, whereas coal soot, fly ash or cinders brush or wash off without marring the surface.

Minimizing the Nuisance

It is not entirely possible to eliminate soot, fly ash or cinders when burning coal, no matter how well regulated the stokers, pulverizers or hand-firing may be.

But, in most cases, these nuisances may be so minimized as to avoid complaints from neighbors. Only where a boiler is seriously overloaded and suffers from restricted draft (which produces soot), or where restricted passages cause the gases to travel so fast that they carry the cinders or fine particles of coal up the chimney, is it impossible to correct the cause. However, the soot, fly ash or cinders can be caught in so-called dust collectors or cinder traps. There are some on the market, and home-made apparatus may be built to serve the purposes in many cases.

The dust problem is not one peculiar to coal firing; it exists in many lines of manufacture.

Soot, generally formed by lack of sufficient air for combustion, is very fine. It can be caught only by methods that electrically charge it and deposit it on plates of opposite electrical polarity. Soot itself seldom causes neighborhood complaints as it frequently is deposited on the boiler where it must be blown off with soot blowers, cleaned by hand brushing, or chemically removed by soot removers. If it reaches the atmosphere it is so fine that it is carried off in the breeze and does not settle. Probably the chief complaints from soot will come from the Smoke Abatement or Health Departments when they see too much black smoke coming from the chimney.

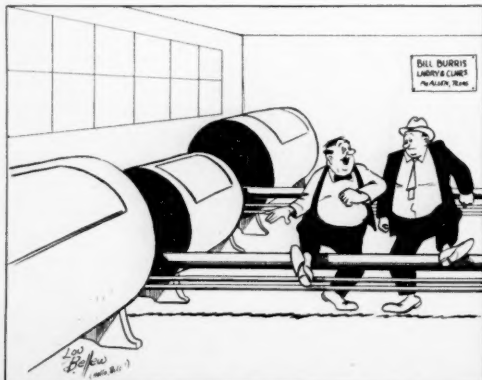
The real problem with the neighbors will come from fly ash or cinders and, to a lesser extent, from unburned pulverized coal. These will settle, particularly in periods of damp or humid weather, when the air is still.

The highly efficient electrostatic type of dust collector (used in industries where the dust is valuable), wet washers, or large settling-chamber types of dust collectors or cinder traps are neither necessary nor practical for the problem confronting the laundryowners.

A simple solution is to install a whirling device (vortex collector) or a spiral tube precipitator in the chimney. The whirling or vortex type, which may be installed in the chimney itself, is better for most plants. In some cases the spiral tube type may be installed in the breeching, if there is a breeching between the boiler and the stack.

Using a Drop Box

The simplest solution of all is to cause the flue gases, on leaving the boiler, to enter a drop box by baffling the gases. The gases go around the baffle, turning back through 180°. This causes cinders and not-too-light fly ash to drop to the bottom of the box, and removes a large portion of the offending particles from the gases passing up the chimney. Experience has proved that if 75 percent of the fly ash or cinders is removed, the re-



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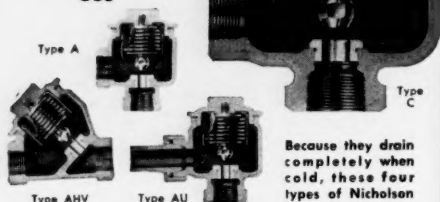
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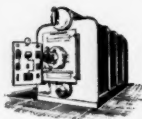
Because they drain completely when cold, these four types of Nicholson steam traps are positively freeze-proof. Can be freely installed outdoors. Universally recommended for use in lines which need not be in continuous use during cold weather because their 2 to 6 times average drainage capacity results in minimum heat-up time. The non-air-binding feature of Nicholson traps also notably facilitates steam transfer in severe weather. Size 1/4" to 2"; press. to 225 lbs. Nicholson traps are enabling many operators to heat up ironers, presses and dryers in 15 min. BULLETIN 450.

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mainder is frequently light enough to float off in the breeze and so distribute itself as to cause no complaint.

Tests have shown that stokers cause a flue-gas dust concentration of fly ash and cinders up to about 4 grains per cubic foot of gas. The combustibles may run up to 40 percent of the particles. An average screen test might show the following figures:

Mesh of Screen (holes per sq. in.)	Percent of sample passing through screen
100	52.8%
200	36.8%
325	28.4%
400	20.4%

The dust from pulverized coal is finer, but it will vary from two to 10 grains per cubic foot of gas. Tests will average as follows:

Mesh of Screen (holes per sq. in.)	Percent of sample passing through screen
100	98%
200	89%
325	78%
400	65%

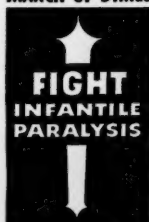
This means, in common experience, that the nuisance from a stoker-fired installation occurs immediately adjacent to the laundry because coarser particles settle rapidly. The solution, in this instance, is usually the inexpensive drop-box method. The nuisance from a pulverized coal job, however, may occur some distance from the laundry and vary with the direction and velocity of the wind. Here either the vortex or spiral tube method should be used.

Smoke Control with Spreader Stokers

Of course, spreader stokers are gaining favor. These either blow or throw the coal into the furnace over the fire instead of pushing it underneath (as with the underfeed stoker). Thus the fine particles burn in suspension like pulverized coal; the heavy pieces drop on the grates and burn there as with the underfeed type. Hence, spreader stokers throw more fly ash and cinders into the atmosphere than do underfeed stokers, and require the vortex or spiral tube collector rather than the drop box method.

In many localities there are codes and regulations on the maximum amount of industrial dust particles that any plant will be permitted to throw into the atmosphere. Each laundryowner should have his consulting engineer or equipment supplier make certain in advance that the laundry is protected from possible prosecution before he irrevocably selects a particular fuel or firing method. This will avoid the possible necessity of spending almost as much to overcome the soot, fly ash or cinder problem as is spent on the coal-firing installation itself. ●

MARCH OF DIMES



JANUARY 15-31

More money is used in long-term treatment of polio's crippling after-effects than in fighting an epidemic. After three straight years of high polio incidence, the National Foundation for Infantile Paralysis must have increased funds to meet increased needs.

Give to the 1951 MARCH OF DIMES
January 15-31

(Continued from page 62)

LOT SYSTEM

	Issue	Page
Assembly Step Saver.....	Dec.	60
Balancing the Incoming Flow.....	July	24
Pin and Nets and Clip Re-Identification.....	Jan.	30

MAINTENANCE

Maintenance Tips.....	Sept.	81
New Cash-and-Carry for Miami Beach.....	Feb.	19

MANAGEMENT

Automatic Records Speed Work.....	May	16
Bachelor Branch.....	Dec.	12
Balancing the Incoming Flow.....	July	24
Budget Wash.....	Nov.	14
Cleaning Identification Works in Laundry.....	Aug.	10
Cost Control Through Budgeting & Standard Costs.....	Dec.	22
43 Employees Do Work of 76.....	July	12
Hospital Laundry Management Course.....	Nov.	74
How to Use Space.....	Aug.	44
Ideas in Action.....	Feb.	22
Laundry Management Course (City College, N. Y. C.).....	Feb.	77
Laundry Management Courses in New York City.....	Nov.	69
MacIntosh Conference.....	Jan.	9
MacIntosh Drycleaning Contest.....	Jan.	62
Management Courses (M. R. Weiser & Co.).....	Feb.	76
Management and Production Data.....	Sept.	65
New Cash and Carry for Miami Beach.....	Feb.	19
New Department Increases Sales.....	Nov.	52
Popular Finish.....	Apr.	20
Profit Control Through a Permanent Cost System.....	Dec.	23
Pulse of the Plant.....	Feb.	56
Sales Up, Costs Down.....	Mar.	14

MERCHANDISE SELLING

Laundry Hooks Anglers.....	Mar.	42
----------------------------	------	----

PACKAGING

Selling the Packaging.....	Aug.	56
Sport Shirt Door Opener.....	Dec.	60
Successful Selling Slants.....	Mar.	58

PERSONALITIES

Cover Girls.....	May	13
Meet the Mayor.....	Nov.	40

PERSONNEL

Job Descriptions for Employee Training.....	Jan.	14
Rating Methods Handbook.....	July	32

PRODUCTION

Automatic Records Speed Work.....	Dec.	12
Cleaning Identification Works in Laundry.....	Aug.	10
43 Employees Do Work of 76.....	July	12
How to Use Space.....	Aug.	44
Ideas in Action.....	Feb.	22
Increased Flatwork Finishing.....	Dec.	16
MacIntosh Drycleaning Contest.....	Jan.	62
MacIntosh Conference.....	Jan.	9
Management and Production Data.....	Sept.	65
More Flatwork—Less Personnel.....	Oct.	16
Notes from Norris.....	Dec.	54
Production Standards.....	Sept.	71
Pulse of the Plant (records).....	Feb.	56
Stub Identification.....	Oct.	35
Wearing Apparel Express-ly.....	July	18

PUBLIC RELATIONS

B.I.E. Day in Hartford.....	May	24
Featuring the Drycleaner.....	Mar.	64
Laundry Hooks Anglers.....	Mar.	42
Laundry Questions on the Air!.....	July	11
Prather's Confesses.....	Dec.	9
Public Relations Handbook.....	Nov.	71
We Visit the Club Ladies.....	July	35

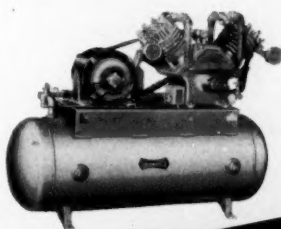
(Continued on page 76)

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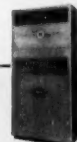
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(Continued from page 75)

RACKS AND CONVEYORS

	Issue	Page
Assembly Step Saver.....	Dec.	60
43 Employees Do Work of 76.....	July	12
How to Use Space.....	Aug.	44
Saves Five Operators.....	Aug.	18
Shakeout Conveyor.....	May	30
Slick Rail Hanger.....	June	68
Wearing Apparel Express-ly.....	July	18

RECORDING TIMERS

Automatic Records Speed Work.....	Dec.	12
-----------------------------------	------	----

RHAPSODY IN BELLEVUE

Aid for Marker.....	Feb.	32
Another Lint Trap.....	Nov.	28
Apron String Device.....	Aug.	22
Bagger Improvement.....	Apr.	30
Barrel Tipper.....	Feb.	37
Basket for Tumbler Unloading.....	Nov.	22
Belt Holder.....	Oct.	42
Better Safe than Sorry (boiler conversion controls).....	Jan.	38
Boiler Room Bottles.....	Oct.	44
Cellophane Shirt Packages.....	Jan.	35
Coal-Gas Combination.....	May	36
Conveyor Cleaner.....	May	36
Conveyor Shut-Off.....	Dec.	44
Damp Assembly Revolving Bundle Table.....	Nov.	22
Digesting Tank.....	Dec.	40
Dolly for Supplies.....	May	45
Door Closer.....	Apr.	28
Drawer Contents Identified.....	Dec.	44
Drill Preserver.....	Feb.	32
Drivers' Delivery Bin Gimmick.....	Jan.	36
Drycleaning Conveyor.....	July	30
Elevator Gate Mechanism.....	May	40
Extinguisher Holders.....	Aug.	20
Extractor Timer.....	May	42
Extractor Tray.....	Apr.	32
Extra Truck Seat.....	Oct.	44

	Issue	Page
Feather Catcher.....	Mar.	35
Flood Control.....	Mar.	32
For Easier Tying.....	Jan.	35
For Faster Floor Painting.....	June	22
For Smooth Cover Cloths.....	Mar.	35
Funnel Holder.....	Mar.	35
Grocer Basket Trolleys.....	July	30
Guidebook Uses.....	Mar.	26
Hamper-High Counters.....	Oct.	42
Hanging Method for Monorails.....	Mar.	32
Hank Cabinet.....	Aug.	20
Hanky Damp-Box.....	Jan.	38
Hanky Separators.....	Apr.	32
Hopper Unloader.....	Jan.	36
Leverage for Control Wheels.....	Nov.	24
Lint Trap.....	Jan.	35
Loading Ramp.....	Apr.	32
Marking Table Features.....	Oct.	42
Motor Support.....	June	22
Moveable Conveyor.....	May	45
Net Holders (using hose pegs).....	May	42
Net Holders (cleats and notches).....	May	45
Net Saver.....	Nov.	22
New Twist on Button Wheel.....	Dec.	40
Office Decoration.....	July	32
Pedal Pusher (air operated press control).....	Oct.	40
Pillow Filler.....	Aug.	20
Pin Cart.....	Aug.	26
Pins Hook on Trolleys.....	May	36
Pint of Prevention (fire extinguisher).....	Oct.	40
Pipe Bending Lever.....	Mar.	35
Pipe Nipple Cabinet.....	Dec.	42
Preventing Mixups at Flatwork Ironer.....	Aug.	26
Rubber Stamps for Weighing.....	Nov.	24
Rug Stretcher.....	Feb.	37
Safety Gate Bell.....	May	40
Salt Funnel.....	Oct.	42
Seepage Protection.....	Feb.	34
Sewing Light.....	Aug.	22
Signs and Net Hoppers.....	July	30
Sleeve Support.....	Feb.	34
Slide Stopper.....	Feb.	34
Sock Turner.....	Jan.	38
Spare Compressor.....	Feb.	32
Speed-Rail Junction.....	July	32
Spraying Baskets.....	Oct.	44
Starching Improvement.....	Aug.	22
Steam Manifold.....	Dec.	40
Still More Net Holders.....	June	22
Swinging Arm for Phone.....	May	36
Tail Band Sleeve.....	Mar.	32
Trap Door.....	May	40
Tray Arrangement.....	Dec.	42
Trolley Stopper.....	Mar.	36
Truck Hoist.....	Dec.	42
Tumbler Light.....	June	20
Use for Worn Nets.....	Aug.	20
Vertical Conveyor.....	June	20
Washroom Supply Rack.....	Apr.	28
Waterproof Matches.....	June	22
Wheels for Heavy Tables.....	Nov.	24

(Continued on page 78)



"Please! Do you just have to see him this morning?"

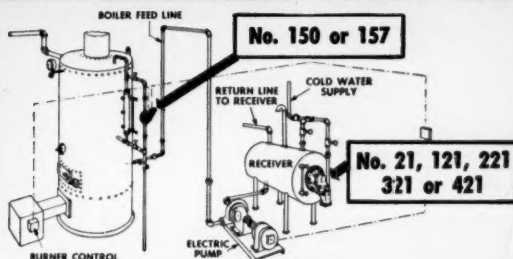


Pump controllers

Highly perfected and proved in thousands of installations, the McDonnell No. 150 is the pump control for boilers with steam pressures up to 150 lbs. Convenient terminals provide circuits for pump motor (or starter), for low water cut-off of burner, and, when desired, for low water alarm. No. 157 (at right) is the same dependable control with integral water column which greatly cuts cost of installation under many conditions.

Receiver tank make-up feeders

To provide make-up water when insufficient condensate is returned to the tank, dependable McDonnell make-up feeders are available. Simplest form when adaptable is the No. 21 series (at left) which is installed right in receiver tank and feeds water directly. Four flange shapes and sizes are provided in this series (Nos. 21-121-221-321) to fit openings in most tanks. The No. 421 (at right) takes care of conditions where installation with equalizing piping is necessary. These quality feeders seat drip-tight against high water pressures.



—but no need to SCRAM with dependable boiler water level control

A steam boiler without automatic boiler water level control is strictly a "Sam-you-better-scream" deal. But there's no need to scram when the job of safeguarding the boiler is taken over by the simple hook-up diagrammed above.

It will pay you to study this diagram for a moment and note how the water level (the feed pump) is controlled from the water level itself by a McDonnell No. 150 or 157 pump control. This modern method holds the water level within the close limits that steps up efficiency . . . pays for the control.

An extra switch on the control provides circuits for low water fuel cut-off and low water alarm if a fuse should blow in the feed-pump circuit. The McDonnell make-up feeder on the receiver tank maintains a minimum level in the receiver tank at all times.

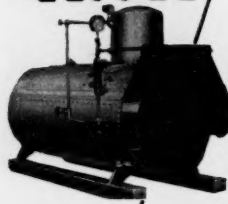
Note the facts opposite about the dependable McDonnell equipment that will give you this protection and increased efficiency. Ask for data sheets covering every detail of the simple installation and wiring.

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Leffel offers you the exact boiler to suit your laundry plant need. In 17 sizes, Leffel boilers offer ratings of from six to 250 actual horsepower. Their rugged construction makes them ready to take a substantial overload. There is a self-contained Leffel boiler designed to meet the most exacting requirement—and no elaborate installation is needed. Where boiler room space is at a premium, a compact Leffel is the answer. They may be coal, gas or oil fired, and can be quickly converted from one type of fuel to another. They may be equipped with the specially designed automatic Leffel Underfeed Stoker. Before you buy a boiler, get the facts on the line of Leffel Scotch Type Boilers.

Write for descriptive catalog

The James Leffel & Co.

Established 1862
DEPT. S SPRINGFIELD, OHIO

NEW ZEOLITE

Will put new life in your water softener

Get more soft water from your water softener by refilling it with Elgin Zeolite. All types furnished. Elgin high capacity zeolites can increase your soft water output 3 to 10 times. Write for information on type needed.



ELGIN SOFTENER CORPORATION

150 NORTH GROVE AVE., ELGIN, ILL.



ABASCO

ALL WELD WATER HEATER

5 SIZES TO HEAT 165 TO 700

GALLONS PER HOUR... 50" Rise

Built of steel for longer life. Ample strong for higher pressures from city mains. Easy to fire . . . easy on the fuel bill.

For 6" scale with pipe diameter markings, WRITE Dept. 95-51

KEWANEE BOILER CORPORATION

KEWANEE, ILLINOIS
DIVISION OF AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

IT'S NOT TOO LATE

. . . for more and more Americans who are going to their doctors in time—at the first sign of any one of the danger signals which may mean cancer.

By showing Americans what they can do to protect themselves and their families against cancer, the American Cancer Society is saving thousands of lives today. By supporting science and medicine in the search for the causes and cures of cancer, the Society hopes to save countless more tomorrow.

YOUR best insurance against cancer:

Make a habit of having regular periodic physical checkups no matter how well you may FEEL.

Learn the basic facts about cancer. Telephone the American Cancer Society office nearest you or address your letter to "Cancer" in care of your nearest post office.

AMERICAN CANCER SOCIETY

This space contributed by The STARCHROOM LAUNDRY JOURNAL



"Thirty years in this racket and I sign a lease without reading it . . . it forbids bolting anything to the floor!"

(Continued from page 76)

ROUTEMEN TRAINING

	Issue	Page
A.I.L. Program at Holland	Sept.	36
A Route—Not a Rut	Sept.	58
Bring the "Missus"	Sept.	56
Cooperative Training	Sept.	46
Loading a Truck in 10 Minutes (route system)	Aug.	14
Pilgrim's Plan for the New Routeman	Sept.	49
Routemen's Monthly Contest	Aug.	30
Routeman Training at the Model	Sept.	42
Sales Training at Manhattan	Sept.	54
Team System	Sept.	45
Training and Advertising are Partners	Sept.	39
Training the Riteaway	Sept.	62
Up-To-Date Training	Sept.	51

RUGS

Laundry Hooks Anglers	Mar.	42
Non-Skid Rug Hazards	Apr.	89
Off the Floor	June	60

SAFETY

Exhaust Vent Hazards	Jan.	68
Safe Driving Record	Feb.	77
Safety Contest Kit	Oct.	58
Safety Training Booklets	Nov.	50
Solvent Precautions	Jan.	70
Solvent Sensitivity	Mar.	66

SALES

Are the Peaks and Slumps of Drycleaning Sales Inevitable?	Oct.	50
Dollar Volume Drops in 1949	May	73
Laundry Ticket for Cleaning Credit	July	60
Linen Supply Association Services (monthly bulletin—"Sales Ideas")	Jan.	60
MacIntosh Conference	Jan.	9
MacIntosh Drycleaning Contest	Jan.	62
New Department Increases Sales	Nov.	52
Off-Season Sale	July	64
Sales Up, Costs Down	Mar.	14
Where Is the Laundry Sales Boom?	Oct.	66

SALES PROMOTION

A.I.L. Program at Holland	Sept.	36
Ask Your Neighbor	Oct.	22
Budget Wash (self-service price system)	Nov.	14
Circus Comes to Town	Mar.	13
Cooperative Training	Sept.	46
Crowded Charlie (storage vault)	Nov.	56
43 Employees Do Work of 76	July	12
Homemaking Hints (radio advertising)	Oct.	54
Household Linens for Rent	May	14
Laundry Conducts Listener Poll	Nov.	48

	Issue	Page
Laundryman Promotes Salmon Derby.....	Nov.	74
Laundry Ticket for Cleaning Credit.....	July	60
Long Life Sheets.....	Mar.	20
Low Cost Goodwill Builder.....	July	46
New Cash-and-Carry for Miami Beach.....	Feb.	19
New Department Increases Sales.....	Nov.	52
Notes from Norris.....	Dec.	54
Off-Season Sale.....	July	64
Off the Floor.....	June	60
Personalized Calendars.....	Aug.	9
Pilgrim's Plan for the New Routeman.....	Sept.	49
Prather's Confesses.....	Dec.	9
Recipes for Sales.....	Jan.	40
Routeman Training at the Model.....	Sept.	42
Sales Promotion Group Formed.....	May	73
Sales Up, Costs Down.....	Mar.	14
Selling the Packaging.....	Aug.	56
Serving Miami's Particular People.....	Aug.	70
Small-Space Campaign (newspaper ads).....	Nov.	44
Sport Shirt Door Opener.....	Dec.	60
Successful Selling Slants.....	Mar.	58
Training and Advertising Are Partners.....	Sept.	39
Training the Riteway.....	Sept.	62

SELF-SERVICE

Laundrettes Assessed.....	Aug.	74
New Laundry Office Includes Self-Service.....	Feb.	38
Self-Service Laundry.....	June	7

SERVICEABLES

AIL Approves New Rubber Thread.....	Nov.	72
Certified Washable Products List.....	Apr.	88
Zipper Shirt Processing.....	Apr.	88

SHIRTS

Cleaning Identification Works in Laundry.....	Aug.	10
First Meeting of Shirt Committee.....	June	18
French Cuff Device Aids Alignment.....	Jan.	78
Notes from Norris.....	Dec.	54
Shirt Production Standards.....	Sept.	72
Sport Shirt Door Opener.....	Dec.	60
Sport Shirt Processing.....	Feb.	10
Sport Shirt Standard.....	Aug.	74
Wearing Apparel Express-ly.....	July	18
What You Ought to Know About Shirts.....	Dec.	46
Zipper Shirt Processing.....	Apr.	88

STARCH

Starching Data.....	Sept.	68
Using Starch Properly.....	May	32

STORAGE

Crowded Charlie (promotion).....	Nov.	56
Fur Section.....	Sept.	93
Storage Spotlights.....	Aug.	56

TRAINING

Hospital Laundry Course.....	Nov.	74
Job Descriptions for Employee Training.....	Jan.	14
Laundry Management Courses in N. Y. C.....	Nov.	69
Laundry Managers Course, D. of C.....	Nov.	74
O. M. I. Graduates.....	Oct.	70

UNSERVICEABLES

Education for the Future.....	June	14
Electric Blankets Causing Trouble.....	Apr.	46
Retail Store Education.....	Nov.	13
Seam Puckering Under Study.....	Nov.	72

WASHROOM INFORMATION

Extractor and Tumbler Data.....	Sept.	69
Starching Data.....	Sept.	68
Washroom Capacities: Data on dry and wet clothes.....	Sept.	65
Water Requirements for Washers; Pipe Sizes required; Washer r.p.m.....	Sept.	67
Weights of Laundry Items Per 100 Pieces.....	Sept.	66

WATERPROOFING

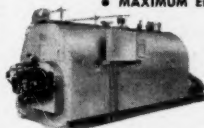
Successful Selling Slants.....	Mar.	58
Water Repellent Textile Standards.....	Mar.	66

REDUCE! YOUR STEAM COSTS!

WITH A *Dutton* "PACKAGED"

STEAM GENERATOR

- LONG LIFE • LOW OPERATING AND MAINTENANCE COST
- MAXIMUM EFFICIENCY • SAFETY



Dutton Econo-THERM

A completely self-contained, fully automatic, three pass modified Scotch Internal Furnace type which gives twice the power in half the usual space. Features such as the Dutton Off-Center Firing and Rotary Combustion assure faster steam and more steam with less fuel consumption and greater safety. Burns gas or oil. A highly efficient horizontal return tube type, assembled in port-



Dutton Econo-MIST

able casing and ready for firing on arrival. Dutton improved shell design and double size full length, high bricked firebox, give faster steaming and longer steam carry-over with less fuel consumption. Burns oil, gas or coal with high efficiency - easily converted from one fuel to another. Can be provided as a package unit with firing equipment, controls and low mechanical draft stack.

A Dutton Will Reduce Your Steam Costs - Let Us Prove It To You.

Write Today for Catalog on "Packaged" STEAM GENERATORS.

Dutton BOILER DIVISION

HAPMAN-DUTTON COMPANY • KALAMAZOO, MICH.
Boiler Makers Since 1880

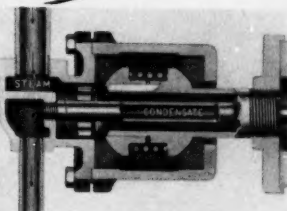
PACKING BOX WITHOUT PACKING for Cylinder Ironers

Yes, the Johnson Joint ends all the packing and re-packing of stuffing boxes. Brings other important advantages too. Saves enough in maintenance alone to pay the cost of switching over, and stretches manpower in the bargain by asking far less attention, increasing operating efficiency and reducing machinery

"time-out." Used in many laundries; adopted as standard equipment by many machine makers.

JOHNSON Rotary Pressure JOINTS

- Completely Packless
- Self-Lubricating
- Self-Adjusting
- Self-Aligning



Sizes, styles for all needs, write for the facts.



The Johnson Corporation

855 Wood St., Three Rivers, Mich.

So much for so little

**Cut out ONE RINSE
For less than a thin dime!**

THAT'S right—for 8¢ you can cut one rinse out of your washing cycle. That means you save water for one rinse, save the fuel to heat the water, save enough time to do *another wash per wheel per day*. Multiply that by wheel and load—watch the savings mount!

Use Oakite Composition No. 53. That's the answer. Just add less than a dime's worth of this potent Oakite water softener, soap booster, free-rinsing detergent to your last suds or first rinse.

Gets more suds out of soap! Puts all the insoluble soap in washer and load to work—no lazy soap loitering on wheel or in clothes to prolong your rinsing. Removes all the residues skipped by your sours. Rinses completely—gray-causing soils can't settle. Leaves wash loads clean. Takes soap scum off wheel and agitators. And it works specially well in hard water areas.

See for yourself—Wheel-side tests gladly arranged. Write Oakite Products, Inc., 22B Thames St., New York 6, N. Y.

SPECIALIZED INDUSTRIAL CLEANING
OAKITE
TRADE MARK REG. U.S. PAT. OFF.
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada

NEWS NOTES from the **ALLIED TRADES**

Wilson Joins American

The appointment of Wayne Wilson as manager of industry relations in the general sales department of

The American Laundry Machinery Company, Cincinnati, has been announced by C. O. Knowlton, vice-president and general sales manager. Mr. Wilson will be located at American's executive office in Cincinnati, Ohio.



WAYNE WILSON

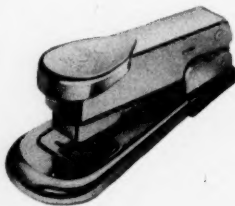
Prior to joining American, Mr. Wilson was editor of the **STARCHROOM LAUNDRY JOURNAL**, a post he had held since March, 1946. Mr. Wilson enjoys a wide acquaintance among laundry owners throughout the country and possesses

a thorough and intimate knowledge of the laundry industry, based on his many years of experience in the laundry field.

During the period from 1929 to 1946, Mr. Wilson was associated with the Cascade Laundry in Des Moines, Iowa, which is his native city. His father, Charles E. Wilson, of the Cascade Laundry, Des Moines, is a past president of the L.N.A., forerunner of the present American Institute of Laundering. Mr. Wilson attended the School of Business Administration, Drake University, Des Moines, is married and has two sons. ●

Stapler Improvement

The Arrow Fastener Company, Inc., manufacturers of stapling products, reports a new mechanical improvement on their currently popular #105 stapler.



This new feature is a latch which, when pushed back, opens the machine to inner mechanism. The user is then able to get at the staple track and, in a matter of seconds, clear up any jam-clog staple condition that might occur. The latch also acts as a self-locking device by pressing the

cover and mechanism together. Since jamming and clogging will inevitably occur in all staplers at one time or another, the improved #105 stapler is said to practically eliminate the returning of staplers to the dealer because of faulty operation.

The #105 stapler is of all steel construction, is mas-

sively built, and has an all chrome finish. It can be used as a stapler, tacker and plier. It loads 105 1/2 x 1/4-inch staples, fastens up to 40 sheets of paper with temporary or permanent stitch, has a reach of 2 3/4 inches, and weighs 10 ounces.

Additional information may be obtained by writing direct to the manufacturer at 30-38 Maujer Street, Brooklyn 6, New York. ●

Steam Generator Safety Devices

A new electronic safety control for gas burners and an air interlock safety device to automatically control the flow of gas are among the many new features of the 1951 model Clayton package steam generators, according to John J. Billman, sales manager, steam generator division of the Clayton Manufacturing Co., El Monte, California.

These new safety features, which have been developed by Clayton engineers after years of study and testing, are said to provide positive safeguards in steam generator operation.

The new electronic control furnishes electric ignition, proves the flame pilot, energizes the solenoid coil to pass gas to burner, and stops ignition spark after burner is ignited. If there is an interruption or malfunction of any component during the sequence, the control automatically returns to the first step—electric ignition. Safety shutdown occurs on either ignition failure or loss of flame.

The air interlock is a supplementary control on the main gas valve to prevent the flow of gas to the burner during an off cycle, or in the event of blower, electric current, or motor failure. The interlock will not allow the main gas valve to open if there is an excess of gas pressure.

Clayton generators are offered in 10, 15, 30, 50, 75 and 100 horsepower sizes, either gas or oil-fired, or combination of both types. All units are complete and ready to operate after being connected with fuel, water and electric lines. The largest model requires a four by seven-foot space, while the small ones need only an area three by five feet. All are fully automatic and attain full steam within five minutes from a cold start, the company states. ●

New Light Bulb

Hot incandescent work lights may now be converted to cool fluorescents simply by screwing a Lite-Mite "bulb" into any ordinary lamp socket, according to Stocker and Yale, Marblehead, Mass. Existing work lights in the factory, laboratory, office or home, remain as originally installed, allowing the same flexibility plus 300° rotation

of the Lite-Mite "bulb" shade, the company reports.

This "bulb" contains two four-watt fluorescent lamps and all control components entirely within the two-inch by six-inch shade—an exceptionally compact and efficient design. The entire fixture is hardly larger than the ordinary incandescent lamp, yet it is said to produce over 400 percent more light than conventional incandescent lights of equal wattage. ●

Cochrane Acquires Firm

The Cochrane Corporation, Philadelphia, manufacturers of water conditioning equipment and steam power plant specialties, has announced the acquisition of Pottstown Metal Products Company, Pottstown, Pa., which will be operated as an independent subsidiary of the Cochrane Corporation. The transaction, which

HOW SMART SHOULD A WOMAN BE?

Smart enough to know that the family wash is done better by your laundry!

That she avoids hours of back-breaking work!

That the finer things, shirts in particular, are finished to perfection!

AND

Smart enough to detect any let-down in this perfection.

You're smart, too, if you insist on the finest starch available...

STALEY'S MODERN LAUNDRY STARCH!!

STAPER® CANEO®
ALL PURPOSE
BEL-JO® ME-TO®
INSTITUTIONAL
WHEEL ECLIPSE®
SPECIAL FINISH
FENEGLO®

A. E. STALEY MFG. CO., DECATUR, ILL.

Staley's
MODERN LAUNDRY Starches

CORN IS THE BASE OF THE BEST STARCH



Smooth Sailing!

IT'S ALWAYS "smooth sailing" in the laundry where flatwork rides through the ironer on Gilmer Feed Ribbons. One trip through does a perfect job. No reruns. No extra handling. More finished bundles in less time. That's the way it goes day after day.

For best results, for maximum economy, for top customer satisfaction, use Gilmer Feed Ribbons. They're carefully made of the finest long-wearing cotton. Edges are perfectly straight. Thickness is uniform throughout.

You can get Gilmer Feed Ribbons in all sizes, both endless and Clipper lace. Order a set from your supply house today.

BUY THROUGH YOUR GILMER DISTRIBUTOR

Gilmer
FEED RIBBONS

More than 40 years' experience
goes into every one!

L. H. GILMER COMPANY
TACONY, PHILADELPHIA 35, PA.

Division of United States Rubber Company

acquired practically all of the capital stock of the Pottstown Company, was for cash. Organized in 1927, the Pottstown Metal Products Company has been one of Cochrane's principal sources for steel heater, softener and filter shells and for numerous weldments. Many other firms have been customers of Pottstown Metal Products in the past and it is planned to develop that phase of the business and to widen the scope of the company's activities.

T. E. McBride, president of the Cochrane Corporation, becomes president and treasurer of Pottstown Metal Products, V. A. Rohlin is vice-president, Raymond A. Piersol is vice-president and general manager and George Mease is plant superintendent. ●

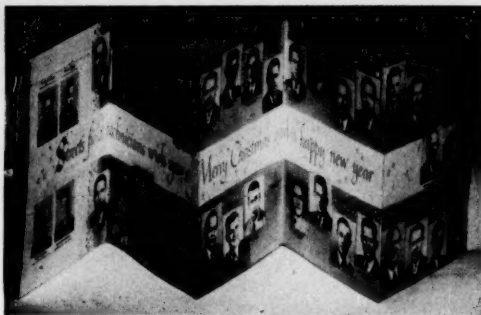
Elgin Addition

In addition to their present representation of the Elgin Softener Corporation in the Columbus, Ohio territory, F. H. Dunk Associates have been assigned to the Cleveland territory with offices at 14820 Detroit Avenue. They will handle the complete line of Elgin water conditioning equipment and water treating chemicals. Carl J. Baum has joined the Columbus office. ●

75th Anniversary Celebration

R. R. Street & Co. Inc., manufacturing chemists, was established back in 1876, and will celebrate its 75th anniversary during 1951.

As the first step in this "Diamond Jubilee" celebra-



tion, Street's mailed a special Christmas card last month to 23,500 plant owners and allied tradesmen.

The card opened into five panels. On the first panel appeared the photographs and names of four of Street's departmental managers: C. E. Stauffer, chemical research; C. B. Kasson, field technical service; J. L. Mayberry, business administration, and E. J. Heidersbach, market research.

On the remaining four panels were arranged the photographs, names and headquarters cities of Street's 34 field technicians, listed in order of seniority of service: Perry Walker, Atlanta; Jim Wellwood, Milwaukee; Bill Wilburn, Chicago; Joe Keegel, Jersey City; Bob Schoen, Chicago; Tom Hainline, Seattle; Jack Fields, Los Angeles; Roy Ross, Philadelphia; Chad Myers, Memphis; Jack Turner, Dallas; Jack Stephens, Kansas City; Fred Stiles, Tampa; Tom Lewis, Charlotte; Harvey Prichard, St. Louis; Sam Walker, Boston; John Weaver, Cleveland; Owen Rosenberger, Minneapolis; Hank Schuster, Brooklyn; Harry Remortel, Baltimore; Al Schmid, Buffalo; Al Graham, Indianapolis; Bax Baxstresser, San Diego; Irv Moore, Denver; Dale Maple, Richmond; Karl Uri, Chicago; Bob Ross, Rock Island; Shan Holsinger, Omaha; Larry Raynes, San

Francisco; Jake Wagner, Detroit; Clyde Herbold, Pittsburgh; Phil Dantzker, Hartford; Ray Schwenk, New York City; Len Moody, Houston; and Lin Giddings, Columbus. Then, in the center of the fifth panel, appeared the photographs of the two Street field technicians currently serving in the Armed Forces: Stan Tesko, Marine Corps, and Sam Bevis, Army. ●

Rubber Stockpile High

The rolling stockpile of rubber now on the wheels of our nation's vehicles is the largest in history, Joseph A. Hoban, general manager of tire merchandising for The B. F. Goodrich Company, recently stated.

"Despite this, rubber consumption next year may hit an all-time high of 1,200,000 long tons, barring all-out war," Hoban reported.

"Even if the worst should happen," he said, "and all our crude rubber supplies from the Far East suddenly should be cut off, our great American rubber producing facilities, now being reactivated, should be able to provide enough man-made rubber to keep our civilian transportation going and to meet all military needs."

Hoban said the long range outlook for the automotive and related industries was excellent. He cited the fact that the average passenger car will be driven 25 percent more miles ten years from now than at present, based on past trends.

The B. F. Goodrich executive warned against "scare" buying and said this factor alone contributed to the temporary shortage of tires, but the supply situation is slowly improving, he added. ●

Prize Incentive Program

A merchandise prize incentive program, which up until now has been used chiefly as a sales booster, has been designed to get the most from available manpower.

This program is based on the principle that people must have a "reason why" to work harder and produce more—that all employees will respond to the strong appeal of merchandise prizes.

The new program, it is stated, is already being used successfully by many laundries and drycleaning plants to solve such problems as reducing absenteeism and tardiness, promoting safety in driving and plant operation, decreasing claims, mix-ups, and do-overs, inspiring cleanliness and better "housekeeping," helping recruit new employees, and encouraging employee suggestions.

Produced as a package-program for all or any of these aims, the campaign includes an announcement piece, prize book, follow-up flyers, letterheads and prize-checks. Color and lively illustrations are

used to make the campaign materials interesting and appealing to all employees.

A sample "Nineteen-Fifty-Won" campaign will be sent without obligation. Write S. J. Hoganson, Dept. L, Belnap & Thompson, 1516 South Wabash, Chicago 5, Illinois. ●

Supervisors Attend Training Course

A group of Wyandotte sales and service supervisors recently completed an intensive training course in wash-room practice at the Wyandotte home office. Emphasis was placed on proficiency in the score or more of practical tests designed by Wyandotte Chemicals as a plant check-up to insure superior laundry work at economical cost.

(Continued on page 84)

MORE CLEAN CLOTHES— MORE CLEAN PROFITS!



That's right! You can beat all your previous records... more clean clothes... more clean profits with SUPER machines built right for your plant. Owners report, "SUPER washers save up to 12 labor hours weekly per machine and as much as 40% in supplies."

There's a Super Metal Washer that fits your laundry. There are standard models in fifteen sizes from 30"x 30"

to 54"x 126" (Y type) ... from one to twelve pockets. You may choose double or single end drives with one speed—or two speeds for wool washing... AC or DC motors... heavy stainless steel for shell and cylinder.

Before you invest—investigate the SUPER line! Write, wire or phone for full information on these economically productive machines. Super jobbers in all principal cities.



SUPER LAUNDRY MACHINERY CO.
A DIVISION OF ST. JOE MACHINES—"Since 1877"
ST. JOSEPH, MICHIGAN



**Use YellowGo in
1951 and Save Time
and Money**



Yes, YellowGo will save you time and money. It will save you time in speedy Dye Stain Removal. It will save you money in saving your claims. Most Laundrymen and Drycleaners know this—that's why they use it regularly. Laundrymen and Drycleaners also save time by immediately using YellowGo when they have a dye fade. They know that if the dye stain is going to come out, YellowGo will do the job.

**Stains go with YellowGo,
TarGo, InkGo, ColorGo,
RustGo, and Penso**

A. L. WILSON CHEMICAL CO.
The last word in Stripping and Spotting Agents
38 PASSAIC AVENUE, KEARNY, N. J.

Market Development and Technical Service collaborated in conducting the course. The group visited two of Wyandotte's organic plants which supply modern detergents to the laundry industry.



The Wyandotte Chemicals' "class" left to right: Howard Hastedt, in charge of the technical instruction of the course; Paul Henley, Birmingham, Alabama; Herman Wagner, Buffalo; Henry Baecker, Technical Service Laboratories, Wyandotte, Michigan; Newman Pounds, Richmond, Virginia; Fred Hollingsworth, Montreal; Ken Hosler, Indianapolis; Jack Brown, Cincinnati; Jack Worth, Baltimore; C. E. Anderson, Boston; Arthur Smith, New York; and Collins Hewett, Houston. ●

Changeable Copy Display Signs

An example of how laundries are making use of changeable copy display signs is afforded in the recent

installation made by Foster Electric Company, Peoria, Illinois, for Planck's Laundry of that city.



Wagner frames, with two openings, 21 inches high by eight feet long, accommodate two rows of Wagner 6-inch blue plastic letters for forming the copy.

A new brochure on changeable copy panels for laundries will be sent free to anyone addressing Wagner Sign Service, Inc., 438 S. Hoyne Avenue, Chicago 12, Illinois. ●

Ohio Distributor Named

Officials of the Wilbert Miller Company, Cleveland, Ohio, one of the nation's largest distributors of machinery and supplies for laundries, cleaners, hotels, hospitals and institutions, recently met with Nicholas L. Strike, sales director; John L. Strike, production manager; and O. H. Pearson, director of engineering and research for the Western Laundry Press Company, for discussions of an intensive sales program in Ohio.

W. E. Miller, president of the Cleveland sales organization, together with C. A. Schardt and W. R. Englehart visited the company's plant to view manufacturing

processes and toured Salt Lake City laundries and cleaning establishments to inspect the company's line of Ajax equipment in action.



Nicholas L. Strike, sales director, Western Laundry Press Company, shows W. R. Englehart, C. A. Schardt and W. E. Miller, president, Wilbert Miller Company, Cleveland, Ohio, details of new Ajax line

The Western Laundry Press Company holds several basic patents on laundry and cleaning presses and turns out some 200 units monthly in its completely equipped machine shop and steel foundry. Equipment is sold throughout the nation as well as Canada, Hawaii, Mexico, the Philippines, Europe and South America. ●

Steam and Air Trap Information

The C. E. Squires Company, 18502 Syracuse Avenue, Cleveland 10, Ohio, has published a new bulletin containing complete information on the Squires steam and

air traps. Included are capacity tables, sizing information, and a list of Squires products including the Squires blast trap attachment, double valve mechanism, and the new Squires Venturo-Valve. ●

Extractor Basket

The Hamilton Copper & Brass Works, Inc. of Hamilton, Ohio, has recently introduced a new stainless



steel heavy duty extractor basket specifically designed and precision built for manufacturers of laundry and drycleaning machines and chemical centrifugals.

The new Hamilton stainless steel extractor baskets are furnished complete-bored, reamed, balanced, and ready for

your spindle. They are said to be in perfect dynamic and static balance. Tapered, hand-reamed shaft bearing insures positive self centering.

The Hamilton baskets are available in all sizes including 17", 20", 24", 26", 28" and 30" diameters. The company states that they are non-corrosive to ordinary acids or caustics, are 100 percent smudge proof, and feature unbreakable steel plate outside bottoms.

Perforations on this new basket are punched from inside after basket is formed. Edges of all perforations are slightly rounded-on inside, leaving the basket interior perfectly smooth for clothing protection. All perforations are in evenly spaced rows, and workmanship

There's Nothing Like It!

DO YOU KNOW How Good The NATIONAL MODEL 15 Hand Marking Machine Really Is?

This unique, keyboard-operated machine assures accuracy! Misreading the lever segment position in the mark set up is eliminated. The Model 15 is accurate like an adding machine!

On the Model 15 the laundry mark once set cannot be disarranged by accidental movement; furthermore, the mark must be completely cleared before the next mark can be set. Both features assure accuracy.

There is no ribbon to come between the face of the type and the goods to be marked. The Model 15 prints from inked type which presses the ink mark directly into the goods—gives a deep-set, clear, permanent mark (not a surface mark) even on rough surface goods such as bath towels.

The completely enclosed keyboard keeps out dust and lint, and adds years of useful life.

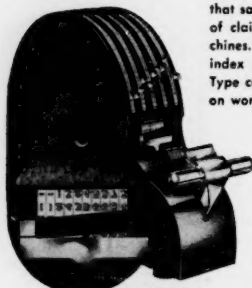


LAUNDRY OPERATORS
who measure values
and results choose
National's Model 15.

THE NATIONAL MARKING MACHINE CO., 4026 Cherry St., Cincinnati 23, O.

SPECIALISTS IN BUNDLE AND GARMENT IDENTIFICATION SYSTEMS AND CONVEYORS

Today it's the
Ribbonized Way!
The
**RIBBON-
RITE** MARKING MACHINE
For LAUNDRIES



Prints thru a Ribbon and is Always Ready! Fast, clean, accurate marking that saves time and eliminates the cause of claims. 6-, 8-, and 10-character machines. Easy-to-read black on yellow index strips. Clean, indelible marking. Type cannot fill in. No smudges or blots on work in process.

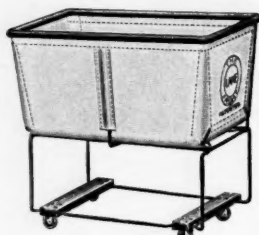
Special wash-out ribbon for marking at wet assembly. Long ribbon life assured by patented diagonal ribbon feed.

Makers of TAG-O-MATIC, tag-making-and-marking machine for drycleaners.

Wire or write for folder or demonstration.



© 1951 Textile Marking Machine Co., Inc.



Style 69LC

LANE Elevated Trucks

Now standard laundry equipment between extractor and shirt and apparel press-units.

Also for dry cleaners from classification to spotter to washer.

Ask your supply-man.

W. T. LANE & BROS., Inc.

Manufacturers

Poughkeepsie, N. Y.

is of highest quality throughout, the company claims.

Hamilton Copper & Brass Works, Inc. is also the manufacturer of Hamilton stainless steel steam-jacketed kettles. ●

Garment Holders



E. J. Newhouse, of the Newhouse Company, 1125 E. Colorado Blvd., Glendale, California, announces a new garment holder called the Reel.

The Reel garment holder consists of a small but sturdy five-foot cable which operates on a spring reel enclosed in a die-cast housing. The touch of a thumb-controlled button releases or retracts any length of the cable needed at any one time. The new device has been designed to replace the old beaded chain which often be-

comes jammed or tangled.

"The Reel Garment Holder is designed for efficiency and speed and is built for long service," declared Mr. Newhouse.

The Reel Garment Holder is available through Newhouse jobbers. ●

New 42-inch Tumbler

The new 42-inch Air Dry Tumbler, produced by the Driair Process Machinery Company, Penn and Ruan Streets, Philadelphia, Pa., is now being manufactured in quantity and will be available to the industry through jobbers from coast to coast.

The product of seven years research and development plus two years of "pilot" manufacturing, the new machine is said to dry 130 pounds of drycleaned material in 25 minutes while consuming less than three horsepower of steam per hour.

Among the outstanding features of the new Air Dry is the smooth interior finish which tests by experimental laboratories demonstrate is far easier on apparel than old fashioned, all-perforated interiors. Mounted on four wheels for perfect balance, the tumbler uses no spider or shaft, thus eliminating damage and bearing failure.

Tests prove that blue, grey and brown apparel may be dried at the same time without lint transfer, and that hair is removed from barber towels without pre-tumbling.

One new Air Dry tumbler will actually do the work of four old-fashioned 30x36-inch tumblers, its manufacturers point out. Great savings are effected in floor space, an important item in any plant, while steam consumption is cut 75 percent. ●

Automatic Overhead Rail Switch

A patented automatic switch, exclusive with the "Contin-U-Rail" Overhead Rail Systems, may be used at any junction, making it possible to move merchandise in the desired direction. With a single, light pulling motion the switch is thrown to the curved (Fig. A) or straight position (Fig. B). The switch is self-locking in either position. It is said to make a smooth, flush joint over which hangers and trolleys glide smoothly. The switch is simple to install and may be adjusted to any height. It can be used with complete and partial systems.

Further information about the Automatic Switch and other "Contin-U-Rail" do-it-yourself rail fittings may be obtained by writing to the White Machine Co., 104 Livingston St., Newark 3, N. J. ●

Oakite Sales Conferences

Field service representatives from the Canadian, New England, New York, St. Louis, and Southern divisions



of Oakite Products, Inc., are shown gathered for the annual conference held recently at the Hotel Statler, New York City, to discuss technical-sales aspects of industrial cleaning and allied operations. Similar end-of-year conferences held in Cleveland, Ohio, and Hollywood, California, were attended by representatives from the Company's Chicago, Cleveland, Detroit, Milwaukee and Philadelphia Divisions, and the Pacific Coast, Southwestern and Midwestern sales territories respectively. ●

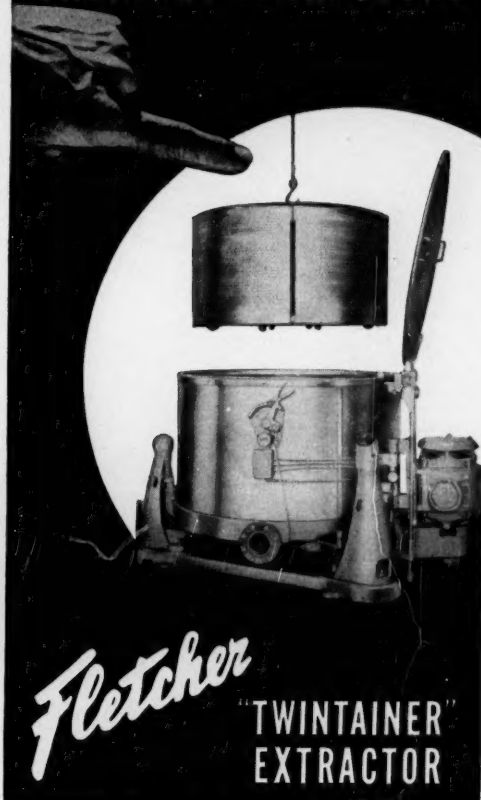
Johnson Appoints Sales Representatives

The Johnson Corporation, Three Rivers, Michigan, manufacturers of steam specialties and boiler room equipment, have announced the appointment of The Thermal Industrial Engineering Company, Denver, Colorado, as new district representatives.

The Thermal Industrial Engineering Co., with Mr. Frank T. Settle, president, is well known to the trade. It will represent the Johnson Corporation in Colorado and Montana, eastern Wyoming, western Nebraska, western Kansas and northern New Mexico. Their offices are located at 1932 Cherry St., Denver 7, Colorado.

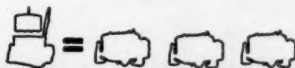
The new Johnson representatives have been specialists in boiler room equipment for some time, and are particularly qualified to handle the Johnson High Tem-

"HANDLES THE WORK
OF SEVERAL
ORDINARY EXTRACTORS"



Here is an extractor especially adapted to laundry service, where the loading convenience of the twin container-trucks is an added advantage. The container separates into two semi-circular sections that set flat against the washers for unloading. Greater time can be saved by the use of two sets of container-trucks with one set being loaded while the other is spinning in the extractor. One man with two "Twintainers" can handle as much work as three men with six 48" regular extractors. For discharge, the load drops out of the bottom by gravity without pulling and yanking.

There are a number of other exclusive advantages of the "Twintainer" . . . it will pay you to write and get the facts.



FLETCHER WORKS

221 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED 1850



BLANKETMASTER
Blanket Washing Machine
for quality blanket washing
with no shrinkage.

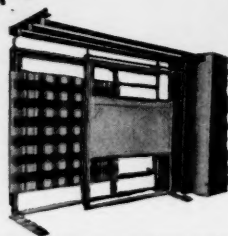
Write for Bulletin 690



SQUAREWAY

Curtain and Blanket
Stretcher for quick, accurate
drying of curtains
and blankets.

Write for Bulletin 206



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in
more
SALES**

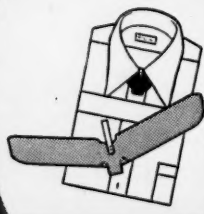
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X-PANDO**

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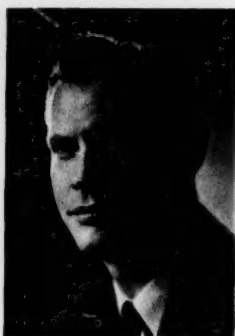
perature Boiler Feed System and the Johnson Electrap. These two products represent a basically different approach to the handling of condensate, which, the manufacturer reports, can achieve considerable savings in fuel and power as shown in actual operating records.

The complete Johnson line includes: direct operated solenoid valves; boiler water level controls; instantaneous steam water heaters; compressed air separation devices; and rotary pressure joints, used to admit heating or cooling agents to rolls of calenders, dryers, ironers, rubber mills and similar machines. ●

Pennsalt Names Roeller, Tunstall

The Pennsylvania Salt Manufacturing Company has placed its six sales departments under the super-

vision of two assistant general sales managers, it was announced recently by William P. Drake, vice-president and general sales manager.



ARTHUR G. TUNSTALL, JR.

Appointed to these newly created positions and reporting directly to Mr. Drake are R. S. Roeller, who will have general supervision of the agricultural chemicals, heavy chemicals and special chemicals departments, and Arthur G. Tunstall, Jr., who will supervise the B-K and household products,

laundry and drycleaning and maintenance chemicals departments.

The sales departments will continue to operate as heretofore. But under this change in sales administration Mr. Roeller will have general supervision of sales of bulk or tonnage chemicals, and sales to manufacturing industry. Mr. Tunstall will have general supervision of sales of chemical specialties to the service industries, food processors, other light industry, and of consumer products.

Mr. Tunstall studied chemistry at the University of Pennsylvania and later took specialized business courses at the Wharton School. After having worked in the pharmaceutical and life insurance fields, he organized his own company to manufacture and package chemicals, and in this connection became associated with Pennsalt as a consultant, joining the company in 1946.

During the past two years Mr. Tunstall has assisted Mr. Drake on a number of special assignments in a wide number of activities of the sales division. ●

Water Heater Bulletin

Bulletin SM-41, "Packaged Water Heating," released by the O'Brien Steam Specialty Co., Inc., 389 Heffernan Building, Syracuse 2, N. Y., gives ratings and specifications for five sizes of O'Brien all-bronze Steam Mixer Water Heaters. These are packaged units, complete with all controls and accessories, which mix steam directly with water to provide instantaneous hot water at controlled temperature.

Also described is the O'Brien Combination Safety Unit which supplies hot water at two or more controlled temperatures for wash rooms and processes, and the O'Brien Steam-Water Mixers for small-capacity hot-water service. ●

Complete Bundle Press

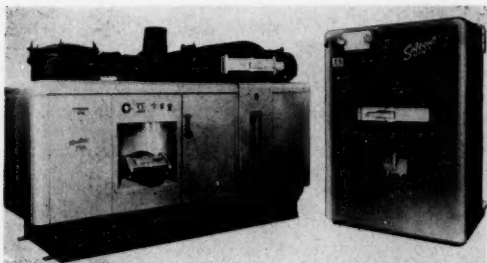
The Auto Twin Rapid Complete Bundle Press is the latest addition to the line manufactured by Brown & Green Ltd., Luton, England, and distributed here by the Reliance Steam Pressing Machine Service, Inc., 175-179 Bergen Street, Newark 3, N. J.

A single-operator press which does the work of a complete wearing apparel unit, the Auto Twin unit is said to produce 15 to 20 pounds per operator hour on mixed family wearing apparel. The single-foot tiptoe control frees the operator's hands to lay out garments quickly and helps lessen operator fatigue. The operator is able to do all her work at one fixed point without the movement required in operating more than one press by conventional methods. Valuable floor space is also conserved.

The structure and ease of operation of the new device is said to make it safe and efficient. It is not possible for an operator to get burned. There is no heat deflected into the operator's face, thus contributing to her comfort and efficiency. New operators require only a few days to adapt themselves to the "rhythm of the job," the company states. ●

New Vic Unit

The Vic Cleaning Machine Co., Minneapolis, Minn., announces the availability of their newest unit, "The



Rocket," a combination of the Vic Model 24 Solvent Saver and the Vic Model 29 Cleaning Unit. According to the company, the machine has a capacity of 144 pounds per hour in 40 pound loads. It is reported to leave garments completely dry, fluffed, and free from lint and odors.

Details are available from the company. ●

Pascal Named Vice-President

Donald D. Pascal has been named vice-president in charge of sales by National Starch Products Inc., according to an announcement by Frank Greenwall, president. Mr. Pascal has been vice-president of the company in charge of Eastern and Pacific Coast sales divisions. His headquarters will be in New York City.

Mr. Pascal graduated from the Polytechnic Institute of Brooklyn in 1934 with the degree of bachelor of science in chemistry. He has been connected with the company since 1929.

S. F. "Woody" Thune, sales manager of the Mid-

We bow modestly in appreciation of the many orders and words of praise from the Laundries and Dry Cleaners for our LITTLE

GIANT WATER SPRAY GUNS \$8.50 F.O.B.

After many years of experimenting and testing in the field we have eliminated many troublesome parts and incorporated these outstanding features:

Non-Corrosive; All brass—nickel plated. Non-Drip.

Small parts eliminated.

Light weight gun 5 oz., Hose 5 oz.

Operates on any pressure from 40-150 lbs., without adjustment.

Priced so that it doesn't pay to keep spending money repairing that old out-dated gun. Buy with confidence.

A revolutionary WATER SPRAY GUN developed for use by LAUNDRIES, Dry Cleaners.



Consult Your Jobber or

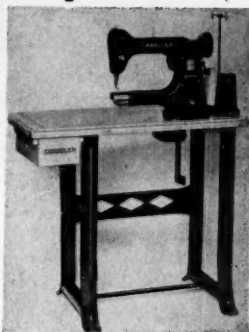
STEBBINS MFG. and SUPPLY COMPANY

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Denver 2, Colorado

DARN IT!

An all purpose mending unit for repairing



Shirts • Socks
Towels • Coats
Aprons • Linens
and Laundry Nets

Electrically operated
Easy to use—reasonably priced

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CHANDLER MACHINE CO.

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Ayer—Mass.

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MAY BE
ONLY
1 FOOT AWAY**



Look out for trouble from cracked, broken floors. Repair at once with CLEVE-O-CEMENT.

Cleve-O-Cement patches broken, rutted floors quickly and easily. Anyone can apply it. Dries rock-hard overnight.

Becomes 28 times harder than ordinary cement. Adheres perfectly to surrounding floor. Unaffected by heat, cold, live steam, water, oil, grease and most acids. Can be applied over damp floors. Designed especially for cold rooms, refrigerators, food and meat packing plants, dairies and ice cream plants, laundries and bottling plants, cold rooms and refrigerators —any floor that remains damp and must stand hard wear.

Your supply house can furnish promptly, or send for illustrated Bulletin and Free Test Offer.

THE MIDLAND PAINT & VARNISH CO.

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HAMMOND STEAM TUMBLERS

**Faster, More Economical
More Efficient**

Eliminate excess drying time, step up your profits, have less damage to delicate fabrics with a Hammond Tumbler. Plant tested in every way. Write for prices and details.

HAMMOND
LAUNDRY-CLEANING MACHINERY CO.
WACO, TEXAS



for a stronger America...



**fight
crippling
arthritis**

Send
Contributions
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ARTHRITIS AND RHEUMATISM FOUNDATION

Western division, will become general manager of that division. Mr. Thune is a graduate of Worcester Polytechnic Institute. He has been associated with the company since 1934 in various capacities.

Lester (Les) Klempner, at present sales manager of the New York division, will also become sales manager of the Eastern division, which extends from Maine to Florida.

Mr. Klempner, a graduate of the Wharton School of the University of Pennsylvania, joined National Starch Products in January of 1935. ●

Eaton Names McDonald Director

The Eaton Chemical and Dyestuff Company, of Detroit, established in 1838, has announced the election of Raymond F. McDonald as a director of the company. Mr. McDonald, who is manager of the laundry and drycleaning sales division, has been with the company 26 years. The other directors of the company are Berrien Eaton, president, and Richard C. Hedke, vice-president and managing director. The company has branch plants in Windsor and Toronto, Canada. ●

Sales Manager Appointed



PORTER J. RICHARDS

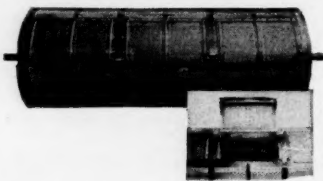
Effective January 1, 1951, Porter J. Richards assumed the duties of general sales manager of the Fabric Laundry & Dry Cleaning Machinery Corporation, with headquarters at the firm's general offices and factory, 192-198 Banker St., Brooklyn 22, New York.

Mr. Richards has been active in the laundry and drycleaning field for many years, both as a plantowner and in managerial capacities with laundry and dry-

cleaning machinery manufacturers. ●

New Cylinder Doors

The Cummings-Landau Laundry Machinery Co., Inc., of Brooklyn, N. Y., has introduced a new wooden washer



cylinder, with monel or stainless steel doors, for efficient, trouble-free and economical operation. The new product is the direct result of

research by Cummings-Landau's engineering department to eliminate maintenance costs and the pinching of garments because of loose cylinder doors.

This new type metal door can be made at least 20% larger than the old style wooden door, making it easier to load and unload the washer. The doors rest on stainless steel, covered supports, are of the bolted lock type and are hinged the full length of the door.

The company claims that they have had no service calls on any of the new type doors that have been in

operation. It also states that extensive tests have been made in industrial, family and linen supply plants for the past several years, and that there has been no evidence of pinching tears on the material processed in washers using these pinch proof doors. ●

Du Pont Appoints Jones

Appointment of Malcolm G. Jones as director of sales for the Nylon division has been announced by the Du Pont Company. He succeeds Warren A. Behl, who has resigned.

Mr. Jones, who has been director of production for the Acetate division, is succeeded by A. B. Walmsley, Jr., who has been assistant director of production for the Rayon division. The changes were made as of December 1. ●

New Safety Relief Valves

A new moderately priced, large capacity safety relief valve for domestic water heaters and tanks is announced by McDonnell & Miller, Inc., Chicago 18, Illinois.

Designed to fill the need for a valve that will prevent excess pressure under every condition that can develop in a hot water system, each valve in this new McDonnell series 3345-33150 is rated in B.t.u. capacity—its capacity to dissipate heat. With this rating it is possible to select the valve that will open at the desired pressure and which has capacity equivalent to the heat output of the firing means. All valves in the series are certified for capacity by the National Board of Boiler and Pressure Vessel Inspectors, and bear the official ASME symbol of compliance with the code.

Operation of the valve is extremely simple. At normal temperature, water is relieved at a low rate, but when temperature rises into the emergency zone the increased velocity acts on the "Hydralift" ring, snapping the valve wide open to dissipate heat at full discharge rating.

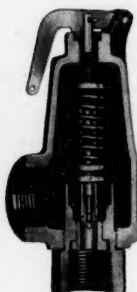
Construction is standard McDonnell quality in every detail. Valve needle is stainless steel, hardened and precision ground to polished finish. Seat is also stainless steel, machined and reamed to exacting tolerance. All working parts are corrosion resistant. Testing lever is easy to lift, and operates independently of automatic action so that it is not disturbed by automatic opening of the valve in service, the company states.

In addition, these valves also are capable of handling the need for dependable, rated safety relief valves on hot water heating boilers designed for higher working pressures.

Opening pressures are 45, 75, 100, 150 pounds per square inch. All inlet connections are $\frac{3}{4}$ " ; outlet connections are 1". ●

Short Course in Spotting

The Pennsylvania Salt Manufacturing Company, Philadelphia, Pa., has released a four-page folder titled, "Short Course in Easy-to-Learn Spotting Methods." It features a speed spotting chart for removal of both general and identified stains remaining after cleaning. Sections on pre-spotting without moisture and spray spotting are included. ●



McDONNELL 3345

BOSTAG

BOSTAG

**When ordering tags
Why not order
the BEST!**

**WE'LL BE AT
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AT THE NID
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Be sure to ask your
Jobber for

**Peerless
Beacon
Prong Tags**

Available in Sizes 1, 2, 3, 4, 4H and 5H

Manufactured by

BOSTON CLIP AND TAG CO.

48 Grove St., Somerville 44, Mass.

ZENITH
interval timers

With Zenith interval timers controlling your washers and driers, each operation receives the exact prescribed time. Increase production by eliminating over-time operations and decrease customer complaints due to short operations. Zenith timers accurately time and control any electrically operated machines or equipment. Powerful self-starting synchronous slow speed motor. Fast-make-and-break through silver contacts. No clock springs to wind or break. Timed for minutes or hours.

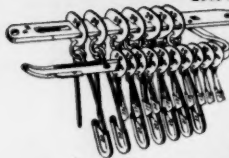
ZENITH also makes Automatic reversing switches • Program timers • Cycle timers • Transfer switches • Remote control switches • Automatic time switches • Automatic reset switches • Magnetic contactors • Program clocks • Reversing starters • Impulse timers • Magnetic switches • Synchronous motors • Work cycle timers.

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ZENITH ELECTRIC CO.
146 W. WALTON ST., CHICAGO 10, ILLINOIS

Install KEY-TAG CHECKING SYSTEM

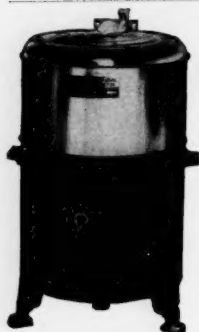
ASSURING
POSITIVE AUTOMATIC MECHANICAL CHECK
SAVE LABOR—ELIMINATE CLAIMS



Key-Tag assures you—no matter what the service—definite, accurate identification of every net and garment. It speeds up every operation and reduces labor costs. Fits easily into your present system without any elaborate new set-up. Get the details from your supplier or write direct.



**THE KEY-TAG
CHECKING SYSTEM CO.**
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BOCK EXTRACTORS

The most efficient time
and money saving Ex-
tractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

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LAUNDRY MACHINE CO.
TOLEDO, OHIO

T-SLOT

A "BLUE LINE" SPECIALTY

• TIE HANGER

Holds 1 to 12 ties; No pins; Tie Flips In—Flips Out—cannot shake off; Ideal Customer tie rack
OTHER BLUE LINE NECESSITIES

JEFFY SKIRT CLIP
TROUSER GUARD
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LOROCO INDUSTRIES, INC.
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REVERSIBLE TUMBLERS

Reversible action caused by electric relay

Prevents twisting, tangling, wet centers

Ideal for rag, diaper, towel drying

Write for Catalog

HOYT MFG. CORP.

Fall River, Mass.

G. I. BILL BENEFITS TO END

WORLD WAR II vets are nearing the end of the line for cashing in on government paid educational benefits.

The door to education will be closed by the Veterans Administration for most of the ex-servicemen on July 26, 1951. Persons released after July 25, 1947, have four years from discharge date to initiate their training.

This ruling will have an immediate effect on ex-servicemen working in the laundry industry, who plan to attend the AIL School of Laundry Management, AIL points out. Most of them will have to enroll for the 16-week semester which began January 8, 1951, if they expect to benefit from the G.I. Bill.

In keeping with established policy, the AIL plans to continue a 32-student limit for the '51 semester. This number is set to assure individuals a maximum of personal instruction.

A new AIL School of Laundry Management catalog has been published and is available to laundryowners on request to AIL at Joliet. It is AIL's finest school catalog since before World War II. ●

CONVENTION CALENDAR

Louisiana Laundry and Cleaners Association
Bentley Hotel
Alexandria, La.
January 27-28, 1951

Second Annual Young Men's Conference
Haddon Hall Hotel
Atlantic City, New Jersey
February 2-3, 1951

National Institute of Cleaning & Dyeing
Convention and Exhibit
Atlantic City, New Jersey
February 4-7, 1951

Southwestern Linen Supply Association
Gunter Hotel
San Antonio, Texas
February 9-10, 1951

North Carolina Association of Launderers and Cleaners
Annual Convention
Charlotte Hotel
Charlotte, North Carolina
February 21-22, 1951

Diaper Service Institute of America
Shoreham Hotel
Washington, D. C.
March 18-21, 1951

Georgia Laundry and Cleaners Association
Annual Convention
Biltmore Hotel
Atlanta, Georgia
March 28-29, 1951

Massachusetts Laundryowners' Association
Annual Meeting and Spring Convention
Hotel Statler
Boston, Massachusetts
April 6-7, 1951

Texas Laundry & Dry Cleaning Association
Oklahoma Laundryowners Association
Rice Hotel
Houston, Texas
April 11-12, 1951

Linen Supply Association of America
Hollywood Beach Hotel
Hollywood Beach, Florida
April 15-18, 1951

Laundry & Cleaners Allied Trades Association
Laundry & Dry Cleaners Machinery Manufacturers
Association
The Greenbrier
White Sulphur Springs, West Virginia
April 25-27, 1951

Pennsylvania Laundryowners Association
New Jersey Laundry and Cleaning Institute
Traymore Hotel
Atlantic City, New Jersey
May 10-12, 1951

Laundry and Cleaning Association of the Carolinas,
Georgia and Florida, Inc.
General Oglethorpe Hotel
Savannah, Georgia
May 13-15, 1951

Indiana, Illinois, Michigan and Ohio Laundryowners
Drake Hotel
Chicago, Illinois
May 17-19, 1951

Missouri, Kansas, Iowa and Nebraska Launderers and
Cleaners
Lassen Hotel
Wichita, Kansas
May 17-19, 1951

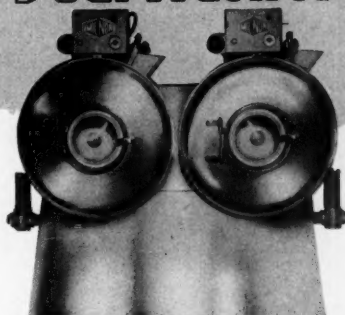
New York State Laundryowners Association
Spring Convention
Hotel Syracuse
Syracuse, New York
May 24-26, 1951

Pacific Northwest Launderers and Dry Cleaners
Annual Convention
Longview, Washington
May 24-26, 1951

Wisconsin Institute of Laundering
Minnesota Institute of Laundering and Cleaning
North and South Dakota Associations invited
St. Paul Hotel
St. Paul, Minnesota
May 25-26, 1951

Maryland-District of Columbia & Virginia
Laundry Owners' Association
Convention Cruise
Queen of Bermuda
May 26-31, 1951

ANNOUNCING THE
NEW MILNOR
Dual Washer



HERE IT IS! The newest model in the Milnor line of sturdy, all stainless-steel washers . . . the MILNOR DUAL WASHER. The last word for high efficiency operation, it incorporates all of the newest features of commercial washer design and is available in two models.

Model 1W-25D-1M
Two cylinders each having 25½ dry weight capacity, operated simultaneously by a single motor.

Model 1W-25D-2M
Two cylinders each having 25½ dry weight capacity. Each cylinder operated independently of the other.



MANUFACTURERS OF FINE LAUNDRY & DRY CLEANING EQUIPMENT

"K-122"

**SOAP BUILDER
SOAP EXTENDER
WORK IMPROVER**

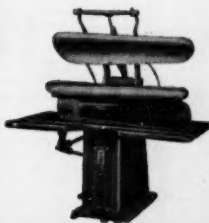
*Favorite with quality Launderers
for past 10 years.*

THE LAUNDRY CHEMICALS CO.

Division of The Kinsley Chemical Co.
4538 West 130th St., Cleveland 11, Ohio

New PRESSES

New and Factory Re-built Presses of all makes and models. Guaranteed by "New Yorker." You can solve all your pressing problems by writing our New York Office.

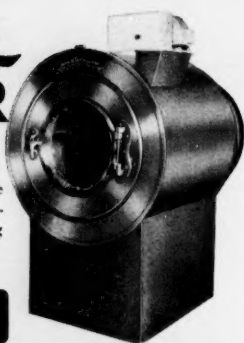


NEW YORK PRESSING MACHINERY CORP.
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THE NEW *Cook* MASTER 75th

All the proven features of the other Cook WASHETTES, including the extra fast washing cycle. See your jobber.

Cook MACHINERY
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What's Your Truck Doing All Day?



This Device Tells Every Move the Truck Makes!

Idle time—busy time—day and night (and overtime, too!)—all on a waxed chart (see at left). Here, for example, is a 2-hour delay, and you can put your finger right on it!—and then correct it! Over 100,000 trucks now equipped. Write for booklet: "Ten Ways of Getting More Work Out of Motor Trucks." THE SERVICE RECORDER CO. 1375 Euclid Ave., Cleveland, O.

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Keeps Trucks Busy



the *Guiding Light* to SUPERIOR LAUNDRY FABRICS

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BUY KD Pin Carriers and Sorting Bars



The dependable low cost system for better marking.

Write for free catalog today.

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- Overall Tags
- Marking Pins
- Numbering Sets

Sold By Jobbers
Everywhere



THE KEYES-DAVIS COMPANY
Superior Service Since 1904
110 - 14th St. - Battle Creek, Michigan

Obituaries

Fred L. Coffey, 71, vice-president of the Model Laundry and its associated companies, died on November 25, 1950. He had been associated with the company since 1908, and was its oldest employee. He is survived by his wife, his step-son, and his mother.

Lewis A. Feick, 72, engaged in the operation of the Mahala Laundry, Sandusky, Ohio, for more than 49 years, died on November 25. He and his wife, Ada, had recently celebrated their 49th wedding anniversary.

Also surviving are a daughter, three sons, and a sister.

Parker Hart, 48, sales manager in Michigan, Ohio, and Indiana for Tingle, Brown & Co., died in his sleep recently. Although he concentrated most of his sales efforts in New York and the mid-west, he had a host of friends throughout the country.

He is survived by his wife, a daughter, and two brothers.

Louis H. Nies, president of the Ace Laundry Company, Chicago, died on January 2, 1951, at his home. For a number of years he was employed by the Edgewater Laundry as route supervisor, and in 1923, with Joseph Beitz and Arthur Stroth, founded the Ace Laundry. He was a member of Community Lodge No. 1005, A.F. and A.M.

He is survived by his widow, a brother, and four sisters.

George L. Olinger, president of the Model Laundry Company of Marlin, Texas, died on November 25, 1950. He was a former president of the Texas Laundry & Dry Cleaning Association, and was personally known to most of the laundries and drycleaners of the state. His wife and daughter survive.

Garey W. Williams, 73, former president of the New Method Laundry Corporation of Hartford, Conn., died on December 4. He had been in the laundry business since the age of 15, and joined the New Method Laundry in 1917. He was president of the Connecticut Laundryowners' Association in 1921. Mr. Williams was well known as a horseman, and was a fourth degree member of the Knights of Columbus.

His wife, a daughter, a brother, and two nephews survive.

Howard L. Wilson, 77, president of the Cascade Laundry, Des Moines, died on December 19 of injuries suffered last June 25 in an auto accident which took the life of his wife. He had been active in the laundry business for over 60 years, and was a founder of the Cascade in 1919.

Mr. Wilson was widely known in Des Moines, and was a member of the Cosmopolitan Club, the Des Moines Club, and the University Christian Church.

Surviving are a son; two daughters; a brother, Charles E. Wilson; a sister, and four grandchildren.

William B. Wright, 66, a member of the sales staff of the Davis Laundry & Cleaning Co., Cleveland, since 1905, died on December 21. He was a member of the Masons and of the Emmanuel Presbyterian Church.

He is survived by his widow, a daughter, a sister, and four grandchildren.

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IN TROUBLE? Our chemical analysis of garments and laboratory reports places responsibility for damage, and saves you money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, SILVER SPRING, MARYLAND.** 2504-25

ATTENTION LAUNDRIES & DRYCLEANING PLANTS! YOUR EMPLOYMENT NEEDS SOLVED. A new department—managed by an expert in your field will assure you proper referrals—From Top Executive to general clerical. **CALL MR. MENKEN AT BRYANT 9-3118** or write Laundry Division, AAA Personnel, Inc., 226 W. 42nd Street, New York 18, N. Y. 9257-25

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4646-8

Laundry in Pacific Coast Town, fast-growing and prosperous. Volume near \$100,000 this year. Excellent payer; owner wishes to retire. **ADDRESS: Box 9130, STARCHROOM LAUNDRY JOURNAL.** -2

For Sale: Old-established laundry business Midwest city of 50,000, \$65,000 volume. For immediate sale to close an estate. **ADDRESS: Box 9131, STARCHROOM LAUNDRY JOURNAL.** -2

COMBINATION LAUNDRY AND DRYCLEANING PLANT, newly equipped and new building. Located in the Heart of the Big Horn Mountains. Real western atmosphere. Stock raising, oil and farming community. Drawing population 12,000. Selling account of ill health. Write Box 43, Worland, Wyoming. 9157-2

For Sale: **LAUNDRY in EAST PENNSYLVANIA** doing an excellent job, volume over \$200,000 yearly, well established. Modern equipment. \$75,000 cash needed, balance financed; building included. **ADDRESS: Box 9200, STARCHROOM LAUNDRY JOURNAL.** -2

An old-established, well-equipped laundry with fine reputation in Michigan, one-story laundry. Two modern apartments in deal. Drycleaning. Volume over \$85,000. Room for expansion. **ADDRESS: Box 9216, STARCHROOM LAUNDRY JOURNAL.** -2

An established laundry and cleaning plant since 1911 doing an annual gross business of \$200,000, located in the heart of St. Louis, with or without building; \$25,000 will handle the transaction. **ADDRESS: Box 9217, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY and DRYCLEANING PLANT located in fast-growing **SOUTHERN CALIFORNIA** city. New, modern, drive-in building. Annual volume approximately \$100,000. **ADDRESS: Box 9219, STARCHROOM LAUNDRY JOURNAL.** -2

Small but complete Laundry and Press Shop located in densely populated **WESTERN NEW YORK** area. New equipment. Excellent opportunity for one interested in the business. **ADDRESS: Box 9233, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY LOCATED in MIDDLE TENNESSEE. College town of about 10,000 population. Center of tourist and recreational area. Established out-of-town routes. Good labor conditions. Owners interested in other business. **ADDRESS: Box 9254, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

LAUNDRY—DRYCLEANING PLANT located in County Seat of large **WYOMING** city. New equipment, reasonable rent, long lease with option to buy. Volume \$60,000. Highest prices. Owner has other interests. Priced at \$50,000. Terms. **ADDRESS: Box 9262, STARCHROOM LAUNDRY JOURNAL.** -2

Laundry and new Hoffman 140-F Cleaning Unit—only plant in **MISSOURI** county seat town of 7,000, \$79,000 in '49, good profit, 14% gain over '48. Good labor supply. Owner has business interests out of state. Reasonable price, with or without real estate. **ADDRESS: Box 9265, STARCHROOM LAUNDRY JOURNAL.** -2

MODERN LAUNDRY and DRYCLEANING PLANT, attractive modern building in **SOUTHERN CALIFORNIA** city: only laundry in local area of 35,000 nearby adjacent area of 100,000. Practically new modern equipment. Over \$200,000 volume last year. **ADDRESS: Box 9266, STARCHROOM LAUNDRY JOURNAL.** -2

Laundry and Cleaning Plant, over 40 years successful operation by same owner. Located in a growing town of over 10,000 in Western Kentucky. Must sell account of age and health—one-half cash with balance over a period of years to suit purchaser, with long-time lease on building. **ADDRESS: Box 9267, STARCHROOM LAUNDRY JOURNAL.** -2

Laundry and Sanitone Cleaning plant. County seat, 13,000 Pop. Yearly Volume \$75,000. Can be increased. Good equipment. Making money. \$5,000 will handle. **ADDRESS: Box 9284, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRIES and CLEANING PLANTS WANTED

WANTED — PLANTS — ALL KINDS — New York, New Jersey, Connecticut. **BUYERS WAITING — LIST YOURS. RICHARD J. MULLER** Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4584-1

LINEN SUPPLY and LAUNDRY BUSINESS WANTED

WANTED: LINEN SUPPLY and LAUNDRY BUSINESS, small or large, anywhere in the U. S. A. Replies held confidential. **ADDRESS: Box 9249, STARCHROOM LAUNDRY JOURNAL.** -1

PARTNERSHIP WANTED

Laundry and Cleaning want working partner, small investment, approximately \$40,000 annual volume or sell \$6,000 down, low payments. Sunny California. State Real Estate accepted. Entering Service. **ADDRESS: Box 9281, STARCHROOM LAUNDRY JOURNAL.** -9

SALESMEN WANTED

Man experienced in selling the laundry and drycleaning trades to represent long-established producer of essential supply items. Established and highly profitable territory open for qualified man free to travel extensively. Write details of sales experience and area served. **ADDRESS: Box 9275, STARCHROOM LAUNDRY JOURNAL.** -14

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HELP WANTED

SUPERINTENDENT for Family Laundry Plant in Rochester, New York. Good salary plus bonus. ADDRESS: Box 9198, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY AND DRYCLEANING MANAGER: Experience necessary, ability in low-cost quality production, sales, power plant, office controls required, old firm, salary plus profit share, permanent position Pacific Coast. ADDRESS: Box 9250, STARCHROOM LAUNDRY JOURNAL. -7

ROUTE SUPERVISOR. For Laundry and Drycleaning plant—unusual opportunity with a well-established concern, plant located in a growing city in central New York state. ADDRESS: Box 9271, STARCHROOM LAUNDRY JOURNAL. -7

Laundry Superintendent. For plant in Middle West, Average Weekly Volume \$4500. Must produce quality work, be willing to accept responsibility and capable of training help. Give names of previous employers, also state full particulars in first letter. ADDRESS: Box 9272, STARCHROOM LAUNDRY JOURNAL. -7

SCHOOLS

ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog covering ten approved courses. Hubbard Cleaning School, Silver Spring, Maryland. 2615-15

SITUATIONS WANTED

ACCOUNTING SERVICES, ADVISORS AND CONSULTANTS TO LAUNDRIES AND DRYCLEANERS SINCE 1919. SAMUEL NEWBERGER & CO., 197 Highland Place, Brooklyn, N. Y. Applegate 7-9222. 8032-5

SALES MANAGER, top man in field, desires locating in Southern states. Knowledge drycleaning, claims, production. Good promotional man. ADDRESS: Box 9203, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY MANAGER-SUPERINTENDENT with wide practical experience in all phases, including drycleaning, seeks position; always produced excellent results. Age 38, married, best references. ADDRESS: Box 9232, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY MANAGER—SUPERINTENDENT desires good position. Always produced first quality work at lowest expense. Experienced, intelligent, sober and reliable. Excellent references. ADDRESS: Box 9263, STARCHROOM LAUNDRY JOURNAL. -5

Laundry-Drycleaning Manager wishes opportunity to be associated with reputable organization. Have had many years' experience as an industrial engineer for the American Institute of Laundering. Have reference material to send at once. ADDRESS: Box 9227, STARCHROOM LAUNDRY JOURNAL. -5

MANAGER SUPERINTENDENT. Top notch high type laundry specialist with 25 years of various practical experience in all phases of laundry operations. Is interested in securing steady position with reliable, financially sound and well maintained plant located in the New York City metropolitan area. Sober and fully efficient, A-1 references. ADDRESS: Box 9273, STARCHROOM LAUNDRY JOURNAL. -5

SHIRT DEPARTMENT MANAGER in plant. Fully experienced, assistant to production manager. References. Prefer South or Los Angeles Area. ADDRESS: Box 9274, STARCHROOM LAUNDRY JOURNAL. -5

Laundry and Dry Cleaning Executive, 38, experienced in getting good production with high quality, seeks supervising position within 50 miles metropolitan New York City. ADDRESS: Box 9279, STARCHROOM LAUNDRY JOURNAL. -5

MANAGER, presently employed, 25 years services large, modern plants. Practical experience production, cost accounting, incentives, sales, purchases, maintenance, tried and proven personnel directive. Assume full responsibilities, salary \$7,500. Additional remuneration based on increasing your profits. Prefer a location immediate vicinity, or West or South. Address: Laundry Man, P. O. Box 1453, Indianapolis, Indiana. 9283-5

Manager, background of achievement, thoroughly familiar with production, sales, office, organization, knowledge of wage incentives. Managed plants upward of \$10,000 weekly volume handling laundry, drycleaning, linen supply, well known, excellent references. ADDRESS: Box 9285, STARCHROOM LAUNDRY JOURNAL. -5

PROFESSIONAL NOTICES

CARRUTHERS' LAUNDRY BULLETIN—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$12 annually. John Carruthers Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 2627-27

LAUNDRY LISTS

Laundry Lists: Our Catalog Lists, 4 1/4 x 11, white bond paper, black ink, padded, 20,000 Freight prepaid. Also Colored Lists. Ask for Catalog and prices. We also print Bundle Inserts, Driver Route Sheets, etc. Breslin Press, Inc., Finch Bldg., St. Paul 1, Minn. 9277-94

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CARDING WIRE: For Curtain and Blanket Stretchers. G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass. 5240-58

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.,** 29 Calumet Street, Newark 5, N. J. 1228-37

GEARS AND PARTS on hand for practically all makes of washers, ironers, tumblers and extractors. Prompt delivery of replacement wooden shells and cylinders, which we have been manufacturing for over 25 years. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 4, N. Y. 5002-37

POWER PLANT EQUIPMENT FOR SALE

COMPRESSORS, INGERSOLL RAND MODEL 554-D9, driven by 10 h.p. motor, **QUINCY MODEL 336-7** driven by 7 1/2 h.p. motor, **CUKTS TWIN-CYLINDER 3 1/2 x 3 1/2** driven by 5 h.p. motor. **COMPRESSORS COMPLETE WITH TANKS, AUTOMATIC CUT-OFF VALVE, ALL ACCESSORIES CONNECTED UP AS SELF-CONTAINED UNIT ON BEDPLATE.** **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 9208-36

One (1) used 60 H.P. gas fired economic boiler with draft control and steel stack—3 years old, Hartford tested and inspected for 125 # pressure. Call or write **The A. C. Towel Supply Company, 1435 4th St. S.E., Canton 4, Ohio.** 9237-36

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ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, Terms. **Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J.** 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO.,** 245 Huron St., Brooklyn 22, N. Y. 4400-4

48x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

For Laundry and Drycleaning Machinery try the **Keel Company, 7229 N. Western Avenue, Chicago 43, Illinois.** 4461-4

36" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE.** **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 4, N. Y. 4753-4

40" TROY and TOLHURST, direct motor driven and belt driven extractors. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 4, N. Y. 4755-4

48" VIERSEN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

IT'S HERE!

The ironer that irons on both sides
Up to 500 lbs. per hour—beautifully finished—no returns

The last word in family or flatwork ironing
Four-roll, chest-type, connected to Asher 48" cylinder type

Large stock of rebuilt Asher ironers
32" x 120" 48" x 100" 48" x 120"

All ASHER parts in stock

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MACHINERY FOR SALE (Cont'd)

2—42x84" AMERICAN MASTER CASCADE MONEL WASHERS, 6 compartment, 6 door Y type cylinders. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4952-4

COLLAR FINISHING UNIT, consisting of AMERICAN ZARMO Press, Seam Dampener, Shaper and Edger. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 4, N. Y. 5004-4

AMERICAN direct motor driven and belt driven 48" HUMATIC EXTRACTORS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6184-4

6 AMERICAN 10 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6292-4

TROY and AMERICAN LATE TYPE 4-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30x30", 36x54", 42x72" and 44x84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

PONY WASHERS—MOTOR DRIVEN 25 lbs. dry weight capacity, \$410 35 lbs. d.w. cap. \$485—50 lbs. d.w. cap. \$435—75 lbs. d.w. cap. \$445—ALL PRICES FOB TROY, N. Y.—MANUFACTURED BY ROBERT EWING & SONS, INC., TROY, N. Y. 6787-4

8 ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX, 15" and 17" BOCK, 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

HANDY IRONERS, AMERICAN, TROY and POLAND single roll flatwork and small piece ironers. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

AMERICAN 48x120" CYLINDER FLATWORK IRONER (5125 type) with 6 PADDED PRESSURE ROLLS. IN EXCELLENT CONDITION. DOES QUALITY WORK. HIGH CAPACITY MACHINE AT LOW INVESTMENT VALUE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6867-4

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

Five 42x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

AMERICAN 4 ROLL 100" and 110" STANDARD FLATWORK IRONERS, MOTOR DRIVEN, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6913-4

14x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

40" FLETCHER WHIRLWIND, 60" ZEPHYR and 43" AMERICAN OPEN TOP EXTRACTORS WITH MONEL and STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6916-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6985-4

100" RETURN FEED 2 ROLL AMERICAN and COLUMBIA FLATWORK IRONERS, MOTOR DRIVEN. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 7028-4

AVAILABLE NOW IN YOUR LOCALITY. Bargains in good, used equipment. MARTIN EQUIPMENT CORPORATION, 789-C Heriel Avenue, Buffalo, New York. 7064-4

METAL CYLINDERS—TO REPLACE WOOD OR METAL, in any size or type of laundry or drycleaning washer. Made of Monel, stainless steel or black metal, increase capacity, efficiency. Write for prices, giving size, number of partitions and doors, use of washer. PROBST BROTHERS, 1221 Wade St., Indianapolis 3, Indiana. 7096-4

UNIPRESS 2, 3 and 4 GIRL ALL FINISHED SHIRT UNITS. IN OPERATION FOR LESS THAN 1½ YEARS. LATEST MODELS. GUARANTEED NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8036-4

PROSPERITY 2 GIRL SHIRTS UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR and CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8074-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALITIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 36x30" HUEBSCH and HOFFMAN OPEN END TUMBLERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

1 National Wet Assembly Conveyor Circuit for use with all Key Tag Arms. U design measuring approximately 15' 4" long and 8' 7" wide on the inside, 110 trolleys. Excellent condition \$850 F.O.B. Cincinnati. Present price new is over \$2,000. ADDRESS: Box 8094, STARCHROOM LAUNDRY JOURNAL. -4

AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

IMPERIAL Laundry Machinery Co., 245 Huron St., Brooklyn, N. Y. Ev-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and 1 year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

FLASH: TWO AMERICAN 120" STANDARD LATEST TYPE STREAMLINED FLATWORK IRONERS. IN EXCELLENT MECHANICAL CONDITION AND READY FOR IMMEDIATE DELIVERY. THESE TWO IRONERS REPRESENT EXCELLENT IRONER VALUE. INSPECTION INVITED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9039-4

MACHINERY FOR SALE (Cont'd)

IMPERIAL LAUNDRY MACHINERY COMPANY, 245 Huron Street, Brooklyn, New York, EV-9-6585, has available American No-Trux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer; American Cascade 42x84" washer; Troy 42x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 56x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140-F unit used two months; American 30x48" Petroleum unit with filter, still, etc., brand new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 9069-4

4 Tumblers, Ellis Drier Company, 48x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

48x120" SMITH DRUM, 12 COMPARTMENT 12 DOOR, 54x126" AMERICAN MAMMOTH CASCADE 21 COMPARTMENT 21 DOOR Y TYPE, 44x124" AMERICAN MASTER CASCADE 12 COMPARTMENT 12 DOOR, DIRECT MOTOR DRIVEN, DOUBLE END DRIVE MONEL METAL WASHERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9160-4

HOPKINS TULL 2 DOOR COMBINATION CURTAIN AND BLANKET DRYERS. PANTEX 40x24" CURTAIN AND DRAPE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9168-4

PROSPERITY POWER CIRCLE SHIRT UNITS, 2 AND 4 GIRL, LATEST TYPE, COMPLETE, SAW VERY LITTLE USE, WILL SELL SACRIFICE PRICE. ADDRESS: Box 9192, STARCHROOM LAUNDRY JOURNAL. -4

10-50" AMERICAN NOTRUX and 4-50" FLETCHER TWINTAINER UNLOADING EXTRACTORS, LESS THAN FOUR YEARS OLD. LOCATED IN SAN FRANCISCO, CAN BE SEEN IN OPERATION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9194-4

FOR SALE: American Laundry Machinery Company 14-FOOT RUG BEATER. A-1 Condition. Robertson, Inc., Saginaw, Michigan. 9292-4

NO-TRUX EXTRACTOR CONTAINERS, 54" AND 56", EXCELLENT CONDITION, LIMITED QUANTITY. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd STREET, LONG ISLAND CITY 1, NEW YORK, TELEPHONE, STILLWELL 6-6666. 9201-4

American 8 roll late type Streamline Flatwork Ironer, 120", rebuilt, equal to new, one year guarantee, bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9235-4

120" Troy 2 roll chest type Flatwork Ironer, irons both sides, 2 girl, return, motor driven, like new; also, 100" American 41210 return feed 2 girl Flatwork Ironer, motor driven, completely rebuilt, one year guarantee. These machines very reasonably priced. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9236-4

48" American and Hoffman Amico Open Top motor driven Extractors, completely rebuilt, equal to new, one year guarantee, bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9237-4

54 x 108" Troy Monel Metal Washer, 9 Y pockets, rebuilt, like new, original new price \$13,000, bargain price \$4,500, act fast. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd St., Long Island City 1, N. Y. 9238-4

120" American Standard 6 roll Flatwork Ironer, rebuilt, guaranteed one year, bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9239-4

42x84" American Master Cascade Monel Metal 2 pocket Washers, also 30x48", 24x36" and 24x24", Monel, obtained from U. S. Gov't., practically new, bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9240-4

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WATER PUMPS—NEW—MOTOR DRIVEN FOR WATERWAY, JR. WASHERS. Norman and Company, 531 N. Milwaukee Ave., Chicago 22, Illinois. 9269-4

BRAND NEW 30" TROY MOTOR DRIVEN EXTRACTORS IN ORIGINAL CRATES. COMPLETE WITH SPARE PARTS. ONLY A FEW LEFT AT \$895 EACH, F.O.B. MOLINE, ILLINOIS. WRITE OR PHONE: COLUMBIA LAUNDRY MACHINERY CO., 153 W. HURON STREET, CHICAGO 10, ILLINOIS. 9270-4

1 (Skelly) Combustion Engineering Stoker, 1 4 roll, 100" flatwork ironer, 1 Panflex wearing apparel press, 1 Panflex Mushroom press, 1 36x54" 2 pocket 2 door wood washer, 1 48" Fletcher Extractor, 2 30" American Extractors. ADDRESS: Box 9270, STARCHROOM LAUNDRY JOURNAL. -4

44x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN 3 POCKET MONEL WASHER. 24x36" 1 POCKET 1 DOOR MONEL WASHER. BOTH MOTOR DRIVEN. CUMMINGS-LANDAU Laundry Machinery Co., Inc., 313 Ten Eyck St., Brooklyn 6, N. Y. 9278-4

Washers 42"x72" Monel, belt, 44"x84" wood belt. 26" extractor, belt, American Curtain Stretcher, 50"x110". All used but good. Campbell's Laundry, Ft. Scott, Kansas. 9280-4

1 100 ft. National Bixler Conveyor, Carrying of Coat Hangers, complete with 1/2" Round Belting and A. C. Drive, 13 Model No. 20 National Lang Counting Listing Printing Machines, 40 Keys, 13 M-35 Power Fan-tom Fast National Marking Machines. Table mounting-Air type 110 volt A. C., 13 Marking Tables complete with 100 watt Black Lamps. La Measure Brothers, Inc., 1450-21st St., Detroit 16, Michigan 9282-4

Hopkins "Zip" Curtain Finisher \$100. Willis Portable Rug Beater \$150. Both used very little. f.o.b. Crystal Laundry, Cumberland, Maryland. 9288-4

Index of Advertisers

A

American Cancer Society.....	78
American Laundry Machinery Co., The.....	16-17
American Machine & Metals, Inc.....	6-7
Armour & Company.....	47

B

Baehr Laundry Machine Co.....	98
Beach Soap Company.....	43
Bishop Company, G. H.....	9
Bock Laundry Machine Co.....	92
Boston Clip & Tag Co.....	91
Brunner Manufacturing Co.....	75

C

Carson Textile Co., Inc.....	30-31
Chandler Machine Co.....	89
Chevrolet Motors Div., General Motors Corp.....	36
Classified Department.....	96-99
Clinton Foods Inc.....	27
Cook Machinery Sales Co.....	94
Cowles Chemical Company.....	35
Cummings-Landau Laundry Machinery Co., Inc.....	99

D

Diamond Alkali Co.....	49
Dow Chemical Co., The.....	63
Dryco Corporation.....	70

E

Elgin Softener Corporation.....	78
Ellis Drier Co.....	59
Erie City Iron Works.....	74

F

Fletcher Works.....	87
---------------------	----

G

Gilmer Co., L. H., Div. of United States Rubber Co.....	82
--	----

H

Hammond Laundry-Cleaning Machinery Co.....	90
Hapman-Dutton Co., Dutton Boiler Div.....	79
Hopkins Equipment Co.....	88
Hoyt Manufacturing Corp.....	92
Huebsch Mfg. Co., Div. of The American Laundry Machinery Co.....	53
Huron Milling Co., The..... Second Cover	

I

International Harvester Co.....	21
International Nickel Co., Inc., The.....	4

J

Johnson Corp., The.....	79
Johns-Manville.....	3
Jones Co., C. Walker.....	23

K

Kewanee Boiler Corporation.....	78
Keyes-Davis Co., The.....	94
Key-Tag Checking System Co.....	92
Kisco Boiler & Engineering Co.....	76
Kohnstamm & Co., Inc., H.....	57

L

Lane & Bros., Inc., W. T.....	86
Laundry Chemicals Co., The.....	93
Löffel & Co., The James.....	78
Lincoln Bag Co., Inc.....	29
Loroco Industries, Inc.....	92

N

National Cleaner & Dyer.....	70
National Marking Machine Co., The.....	85
New York Pressing Machinery Corp.....	93
Nicholson & Company, W. H.....	74

O

Oakite Products, Inc.....	80
---------------------------	----

P

Pellerin Milnor Corp.....	93
Pennsylvania Salt Mfg. Co., Third Cover	
Philadelphia Quartz Co., The.....	19
Procter & Gamble.....	41

R

Reliable Fur Storage Equipment Co., Div. Reliable Machine Works, Inc.	71
Resilio Company.....	10
Robot Laundry Machinery Sales, Div. of The Wolf Co.....	32

S

Servite Recorder Co.....	94
Southern Mills, Inc.....	1
Staley Mfg. Co., A. E.....	81
Starchroom Laundry Journal	51, 61, 67, 95
Stebbins Mfg. & Supply Co.....	89
Street & Co., Inc., R. R.....	65
Super Laundry Machinery Co.....	83

T

Textile Marking Machine Co., Inc.....	86
Time Savers.....	88
Tingue, Brown & Company.....	94
Troy Laundry Machinery Div.....	6-7

U

Unipress Co., The.....	24-25
U. S. Hoffman Machinery Corp.	73, Fourth Cover

W

Whitehouse Products, Inc.....	54-55
Wilson Chemical Company, A. L.....	84
Wyandotte Chemicals Corp.....	13

Z

Zenith Electric Co.....	91
-------------------------	----

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In these factors also STARCHROOM ranked first among all laundry publications:

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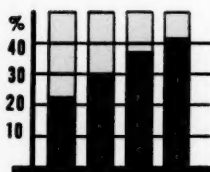
Mc

McDonnell & Miller, Inc.....	77
------------------------------	----

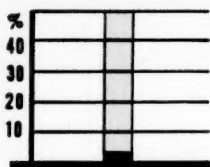
M

Mathieson Chemical Corp.....	5
Midland Paint & Varnish Co., The.....	90

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Some laundry alkalis
contain as much as
40% moisture.



PENSAL® contains
less than 2½%
inert material.

This means PENSAL
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more alkali for your money

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For brighter, cleaner bundles . . . for more efficiency in your washroom . . . you just can't beat PENSAL. Find out for yourself—give it a try!

LAUNDRY TIPS

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